Rare and Expensive Postcards

A PRICE GUIDE

By John M. Kaduck

"Rare and Expensive Postcards"

By John M. Kaduck

Author of:

Sleepers That Have A Future

Mail Memories

Collecting Advertising Mirrors

Collecting Watch FOBS

Patriotic Postcards

WH books

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OTTO SCHUTTE

Cleveland, Ohio

MY SPECIAL THANKS TO

PEG AND JIM ANTIQUES
VERONA, PENN.

Whose encouragement and collection made this book possible.

Thanks to my friends who loaned me key cards pictured in my book.

Mr. & Mrs. Everett Seaman
North Olmsted, Ohio

Wayne Alten
Elyria, Ohio

Charles J. Molnar
R1, Box 154
Tote Road
Rock Creek, Ohio

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"ANTIQUES WISE"

We have traveled the route thru glass, china, metals, wood, etc. for over 33 yrs. and nothing has offered us more pleasure than post cards. With so few earthly pleasures collecting fine things is the elixir of todays troubled world. Collecting brings a finer perception of the mind and teaches you the real and delicate discrimination and introduces you into a new world of learning and pleasures. You have the joy of the hunt and the desire and pride of possession and more over, the money invested of sound judgment will enhance two-fold.

The Penny Post Card was born in Austria in 1869 and did not become popular in America till the turn of the century and with the bulk of the world's supply coming from Germany—WWI sent the hobby into hibernation and except for the ground hog coming out in the late 1950's to see his shadow and create a spurt of interest in card collecting the hobby has laid dormant till the 1960's when Walter Corson's book "Know Your Cards And Their Values" put post card collecting on a par with other collectables late in the 1950's.

In 1946 post cards were 2/5¢ at any shop by the album and no cards were offered loose till the early 1950's. At the end of WWII the only clubs were Post Card Collectors Club of America—Kansas and Post Card Collectors Magazine—Los Angeles. Also, dealers like L. W. Paine, Albany N. Y. offering 33 cards @ $1.00 with many categories including Pan. Pacif. Expo.—Flag Cancels—Old Valentines—Santas—Street Cars—etc. plus your choice of a fabulous free item with each dollar purchase and no postage charge!!

Today any collectable card is 25¢—Set and Series Cards $1.00 to $5.00 with elusive cards in the $10.00 to $20.00 range per card. About 25% of antiques dealers now carry post cards in their inventory. Flea Marketer's without knowledge sell collectable cards for 10¢ and non-collectables for as much as a dollar each. Flea Markets are a good source of supply plus your established shows and card dealers. To ferret out cards today you need the wisdom of a lawyer, the prudence of a scotchman, and the patience of a monk plus a percentage of good luck by being at the right place at the right time. We accumulated a million cards and in 1966 gleaned them down to fifty thousand. Only 5% of all printed subjects are collectable. Hence, the sharp rise in prices these past two years once dealers realized only 5% of their investments were saleable to the collector who knows the market.

Now, "Spring has Sprung"—the hobby is in full bloom. With several current publications on post cards and clubs mushrooming in most major cities and postcard shows and conventions thru-out the U. S. A. postcard collecting will become a serious contender to the many facets of antiques investments. In our opinion you can still get in on the ground floor monetarily and even add a few years to your life.

Anticipation is the secret of longevity of life. We have been retired 8 yrs. now and there are not enough hours in the days and the nights are too short. We look forward to each day with expectations and include postcards in our many pleasures. So,

Happy Hunting
Peg & Jim Antiques
Verona, Pa.

USING THIS PICTORIAL GUIDE

A WORD FROM YOUR AUTHOR

Much work and pleasure has gone into writing this book. It would not have been possible for me to assemble the cards and knowledge without the help of my many friends who had patience with me with my many 100's of questions. The purpose of this book is to educate and bring reading pleasure to 1,000's of people interested in the great hobby of post card collecting. If there is any monetary gain from this book, it is by accident, not design. I am a Social Studies teacher by profession in the Cleveland system. I am dedicated to educate, whether in the classroom or the collecting world. My friends, who have encouraged me to write, will always have my gratitude for their confidence in my ability to put it all together. I have figured out there is 125 years experience going into this book. Not all agree on the prices, but all agree that post card collecting is one of the best hobbies in the world, and they all love their post cards.

ABOUT THE PRICING OF POST CARDS IN THIS BOOK

I know that pricing of a collectable is very controversial. Everyone has his own opinion. I have been accused of being too high, too low, and just right in my pricing of post cards. I can't please everyone, so I just state that the prices are MY OPINION. I have been helped in this book on pricing by many men who have vast amounts of experience in buying and selling for over 125 years collectively. One basic premise used in pricing is that if a card sold for $10, then it is worth $10. If an offer of $10 is made and refused, then it is worth the $10. We all believe that if someone pays $10 for a card, then it is worth $10 or more. If you have been a collector of cards for many years and have paid 2¢ for cards listed in this book for $20, you may be shocked. It may be hard for you to understand that the cards you buy or sell or pass by for 25¢ or 50¢ are worth $20 to some collectors, but that's reality. You may still pass them by and not want them for 5¢, but this doesn't mean everyone out in the collecting world feels the same way as you.

FACTORS CONSIDERED IN PRICING POST CARDS

Subject	Color & Details	Condition	Supply & Demand	Signed Artists
Rarities	Prices Realized	Cancellation	Age (era)	Manufacturer

SEEING DETAILS and NUMBER SYSTEM

If you use a magnifying glass you will be able to read most of the details and fine print. In this book each card is numbered from 1 to 955. I hope collectors can use these numbers in trading and selling. You may not have the exact card, but one of a similar set or series. If another collector has my book, then you can refer to Bear set No. 195.

CONDITION and CANCELLATION OF POST CARDS

All of the cards pictured in this book are in near mint condition. Always buy a rare card in poor or fair condition, if the price is right, because you can replace it in the future with some luck. Some collectors are not fussy about condition but, when you go to resell them, condition is important for getting full value. **MAILED CARDS:** Cancellations have become very important in the past few years because of reproductions and a greater interest in postmarks and stamps. Sometimes a good cancellation doubles or triples the value of a card, depending upon the subject. In some subjects a cancellation doesn't make a difference.

"AMERICAN PIONEER CARDS"

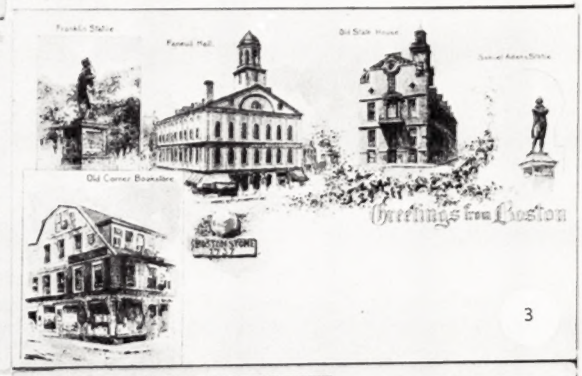
VALUES on this page $10 each.

General Values of most Pioneers:

$5 any condition

$10 if mint, no post-mark

$15 if mint, post-marked before 1898

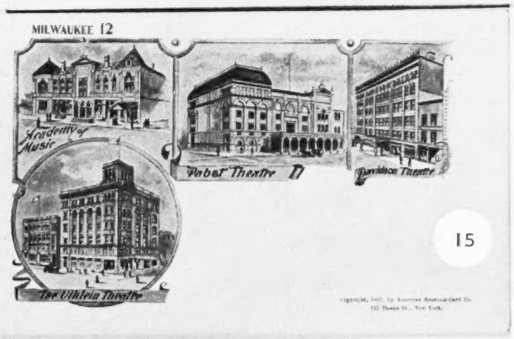


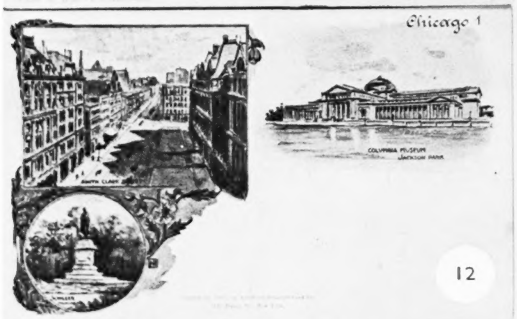
"PIONEER CARDS" 1869-1898

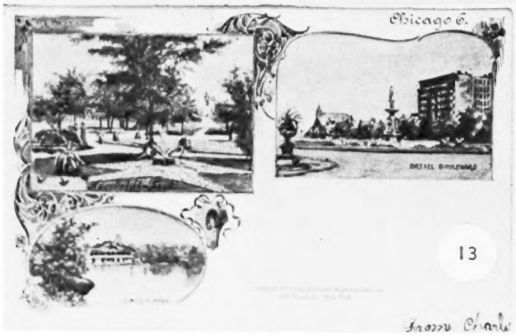
Any card made before May 19, 1898 is called a "Pioneer". The Pioneer Era dates from 1869 to May 19, 1898. The American Pioneer "View Card" dates from 1893 to 1898.

The Pioneer cards on this page were all made by the American Souvenir Co., Boston, Mass., and are all copyrighted 1895. Each stamp area reads, "If this card, You'd send by Mail, Stick 2¢ stamp, Here, without fail.

NOTICE No. 1 and 1A—they are the same card, but 1A had to be cut down in size after May 19, 1898 to use the 1¢ postage. Before this date, all cards use the 2¢ postage. READ 1A.







"AMERICAN PIONEER CARDS"

VALUE ON THIS PAGE
$10 Each

if they were postmarked then the value would be $15 each

if these cards were in poor condition, then $5 each

"PIONEER CARDS"

A Pioneer card usually can be identified by how the back is labeled. Look for the following on the address side:

1. Souvenir Card
2. Mail Card
3. Correspondence Card

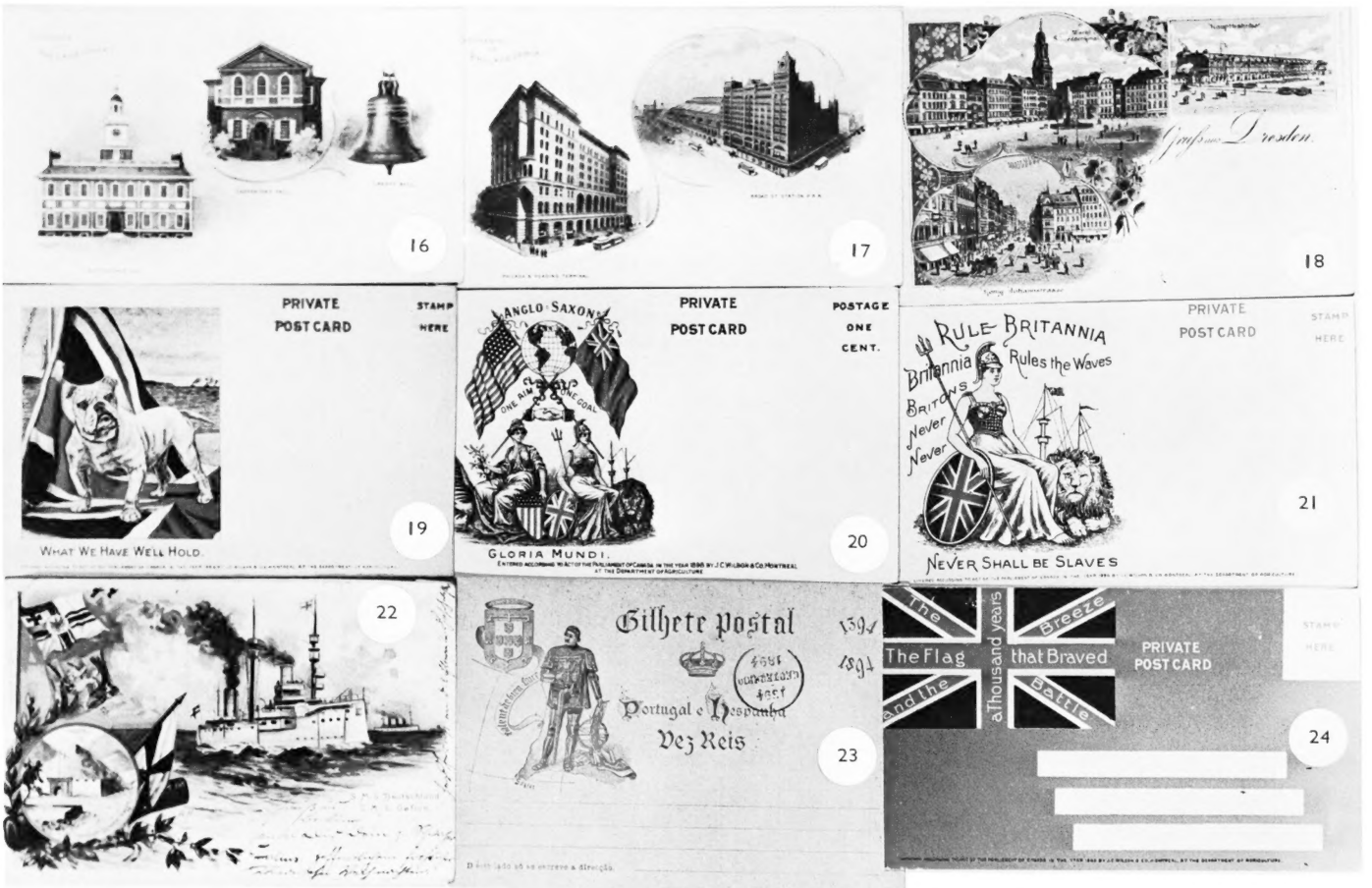
and other similar variations.

You may find a Pioneer card postmarked after 1898, but it is still considered a pioneer. It is the maker and back of the card that determines the Pioneer type, and not the date. For EXAMPLE No. 13 is postmarked Jan. 6, 1908, but it still was made before 1898.

All the cards on this page are labeled on the back AMERICAN-SOUVENIR-CARD, and states on the address side, "Patriographis" trade mark registered—and on the picture side states, copyrighted 1897, by American Souvenir-Card Co. 127 Duane St., New York.

8.....card No. 6 in New York set
9.....card No. 3 in New York set
10.....card No. 10 in Philadelphia set
11.....card No. 1 in Philadelphia set
12.....card No. 1 in Chicago set
13.....card No. 6 in Chicago set
14.....card No. 2 in Milwaukee set
15.....card No. 12 in Milwaukee set

ALL OF THE ABOVE COME IN SETS OF 12



"PIONEER CARDS" miscellaneous American and foreign

The reason cards made before May 19, 1898 are called "Pioneer":

The word pioneer means to open or prepare for others to follow. The souvenir or mail card before May 19, 1898 progressed very slowly in America because of strict postal laws by our government. Then on May 19, 1898 a change in the laws favored the manufacturing and mailing of cards, thus the Pioneer days were over for the cards and the boom was on for cards to be mailed by the millions.

The act of May 19, 1898 stated that privately published cards should be titled Private Mailing Card and one more change came on Dec. 24, 1901 when the U. S. Government ordered the words "POST CARD" be used on all cards.

	VALUE	INFORMATION
16	$5 and up	back says "Mail Card", souvenir of Philadelphia
17	$5 and up	back says "Mail Card", souvenir of Philadelphia
18	$5 and up	made in Dresden, Germany, color, No. 3228
19	$5 and up	Private Post Card, Canada, 1898, blank back
20	$5 and up	Private Post Card, Canada, 1898, blank back
21	$5 and up	same as No. 19 and No. 20
22	$7.50	postmarked 1899, J. Miesler, Berlin, beautiful color
23	$15	postmarked 1894, a Portugal pioneer
24	$5 and up	private post card, Canada, 1898, J. C. Wilson, back is blank

ALL CARDS ARE IN COLOR AND COME IN SETS

GRUSS AUS (Greetings From) is a PIONEER card—VALUE $5 Each

If postmarked prior to 1898 value $7.50 to $15

The words "Gruss Aus" or "Gruss Von" seen on post cards means "greetings from" in German. These types of post cards were printed in Germany in the 1890's. Around 1892 a new printing development in Germany produced better quality cards that stimulated sending of cards. Most used cards will have writing on the picture side because the opposite side was only for the address. Notice the different scenes of towns on some cards. This is typical of most Gruss Aus cards. All Gruss Aus cards will be postmarked prior to May 19, 1898. All cards on this page are in color.

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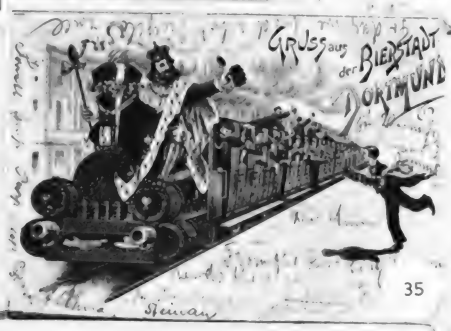

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UNITED STATES POSTAL CARDS—a Pioneer card—VALUE $5 to $20 Each

Government Postals are cards that have imprinted stamps on them. U. S. Postal cards major purpose was for advertising of goods and services. What should be looked for is the reverse side to see if there is any printed advertising on the Postal. If there is, then the value is greater than if there is only a written personal message. The cancellation on a Postal is really important to some collectors, but that is a lifetime study. U. S. Postals can be dated from 1861 to May 19, 1898 that ends the Pioneer era. The dates can be the key to the real value since cancellations are more important to some collectors rather than the subject matter on the Postal. Look for important advertising messages that are also quite collectible.

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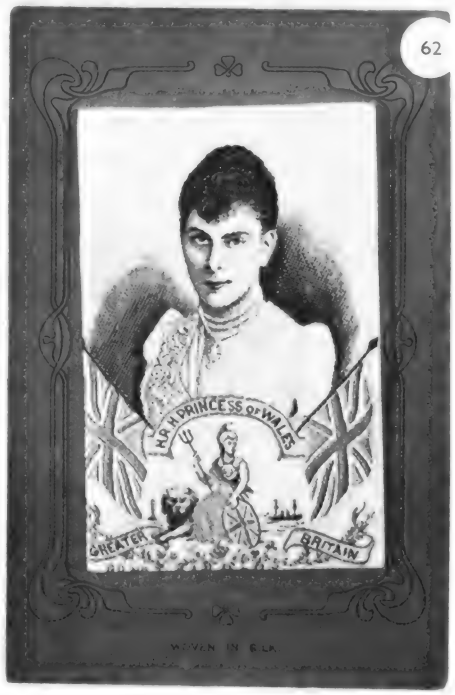

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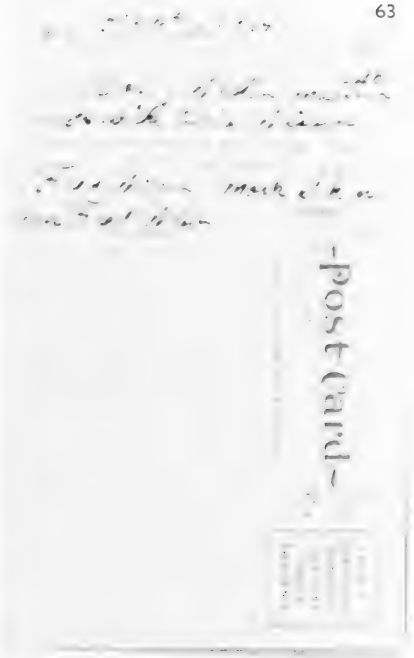
"RARE"

55	$100	58	$75	61	$20
56	$10	59	$35	62	$45
57	$15	60	$75		

SEE PAGE 76 FOR DESCRIPTION

63



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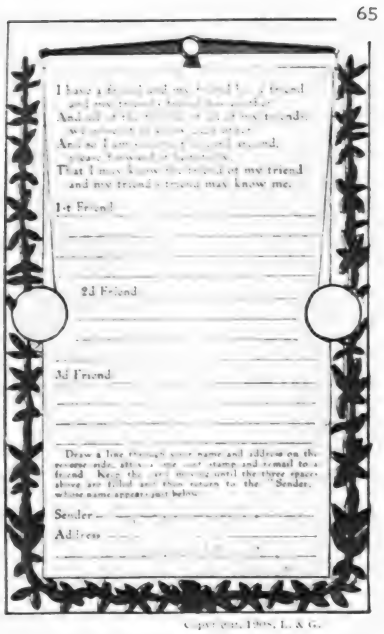

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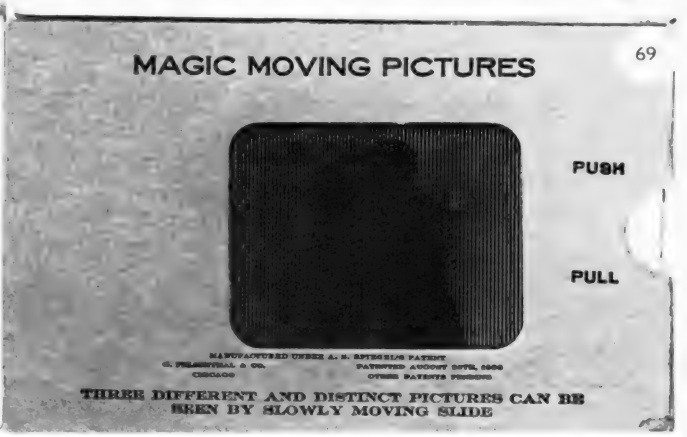

"RARE POST CARDS"

63.....$20.....1915, a Marriage Certificate card that was signed by the Chaplain and witnessed. This is an official certificate.

64.....$20.....1909, a Jewish New Years card, that is anti-Russian. See the Czar of Russia's head on the bird, death to sender of the card.

65.....$35.....1908, a chain letter or card that is used, card would be sent to three people with a message to keep it moving on and on.

$100 Mailed

66.....$35.....1910, solid Celluloid with a cloth dog, look at top of card to see the words Carte Postale, Card is transparent.

67.....$15.....1909, "Four of a Kind", colorful silk suited boys.

68.....$20.....1910, Athletics, American League Champions, 1910. A card like this is very hard to find because of the Sports, see Mack.

69.....$35.....1907, Magic Moving Pictures, pull and push tab and the people will move back and forth and show action.

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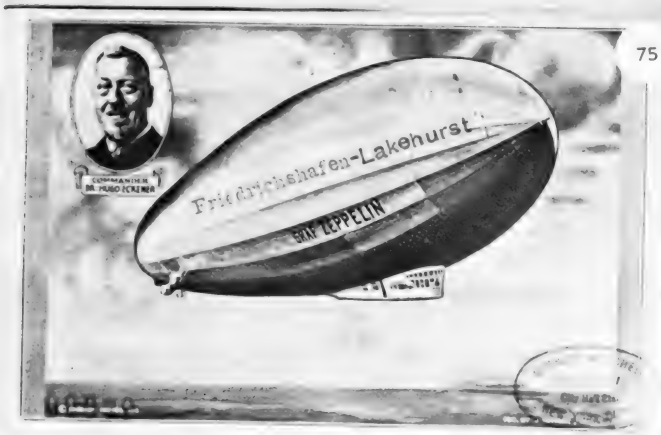

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"RARE POST CARDS"

70	$60	1910, see K. G. in lower left hand corner, a signed Kate Greenaway card.
71	$50	beautiful embossed color Labor Day card, only two in set, see No. 72, the other in set.
72	$50	Labor Day Souvenir card, both 71 and 72 date 1909.
73	$35	1898 Pioneer stamp card of Pan-American Exposition, stamps are in color, copyrighted 1901 by F. A. Busch.
74	$35	1910 black & white stero card of Niagara Scenery, that was sent to be used in a stero viewer.
75	$75	1929 rare cancellation of The Graf Zeppelin, commander Dr. Hugo Eckener, real value is cancellation.
76	$100	Macerated Money Post card, made from the pulp of bank notes redeemed and Macerated by the U. S. Treasury, Washington, D. C., estimated to contain $200.
	$35 uncancel.	Cancellation adds value, see back cover of book for the machine that did the macerating.

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"RARE POST CARDS"

77.....$35.....1916, Ohio Automobile Certificate, people used this card of identification of ownership of their cars.

78.....$35.....1910, left side of card is in color, the other in black and white, the purpose was to have a child color the right side. A Coloring Post Card.

79 .....$20.....1907, a Peat Post Card. An Irish card made from real pressed peat moss. Brown in color with specks of peat.

80.....$35.....1910, a Reproducing Post Card, take a soft pencil or crayon, place a piece of paper over the card and rub back and forth and the details of the card will be reproduced.

81.....$20.....1912, Clipper Ship Dreadnought—this card has a beautiful metalic surface in color. The shiny surface reflects the light and appears to glow.

82.....$15.....a 1909 year date that is a "HTL" or hold to the light.

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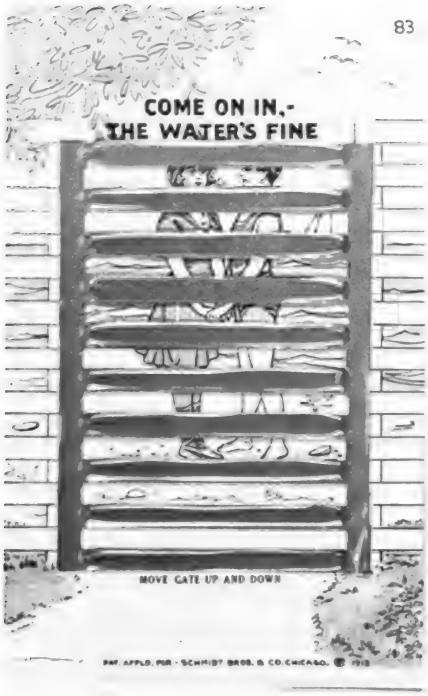

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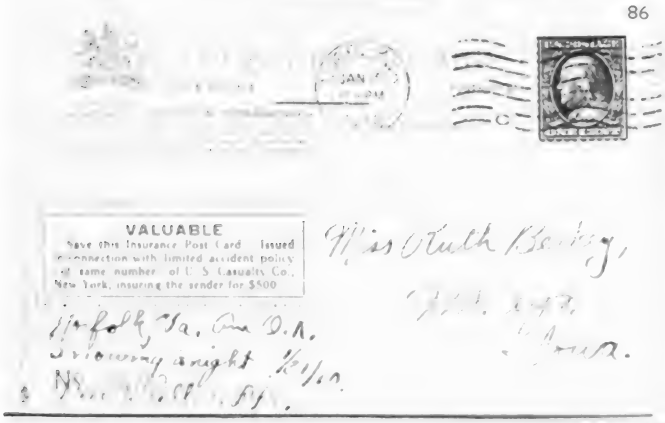

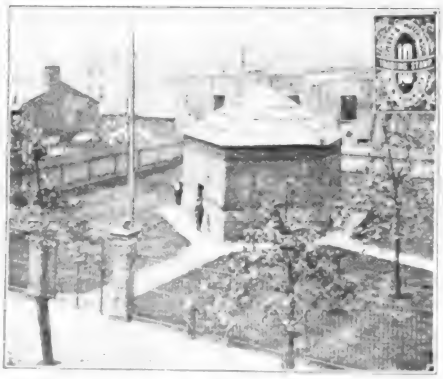

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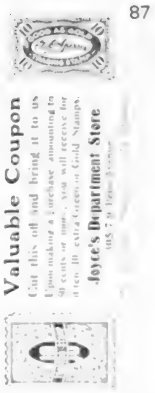

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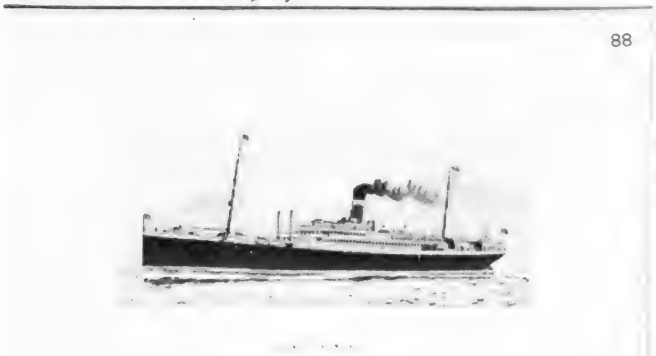

R.M.S. GRAMPIAN.

89

"RARE POST CARDS"

83.....$20.....colorful Mechanical card, the red gate is metal and moves up and down, when this is done, picture changes, 1910.
84.....$20.....Punxsutawney Groundhog advertising card, 1916.
85.....$10.....a Halloween Negro Mechanical card signed Ellen H. Clapsaddle.
86.....$35.....1910, Insurance Post Card. When a person traveled they would insure themselves by this special card, No. 284709, for the amount of $500. See under Valuable.
87.....$35.....1909, S & H Stamp card. Card would be cut up and traded for stamps when brought into the company issueing. READ
88.....$25.....1911, woven in silk in nice color, R.M.S. GRAMPIAN.
89.....$10.....1908 Mourning Series, has black border to notify receiver that there was a death in the family, all neighborhood would know of death, so not often used, not personal.

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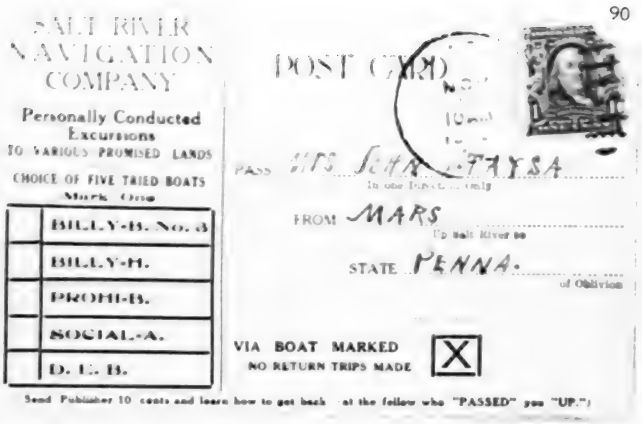

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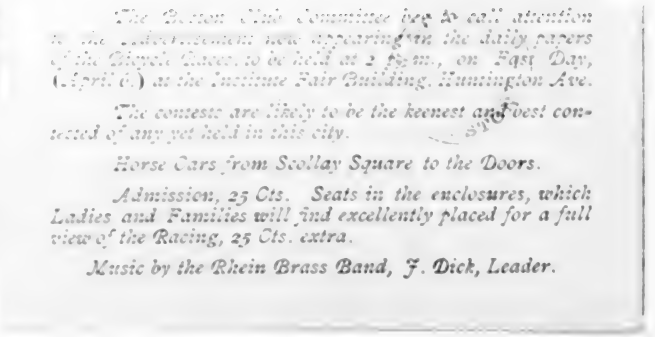

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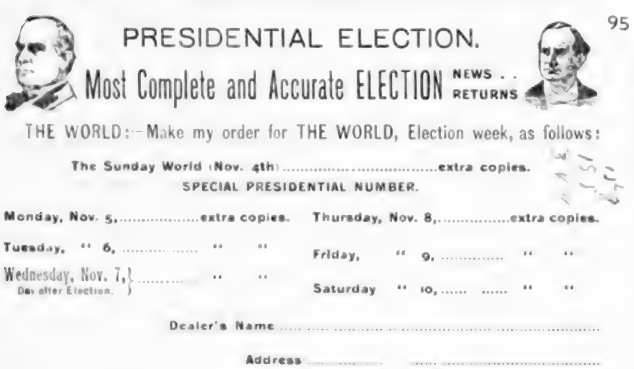

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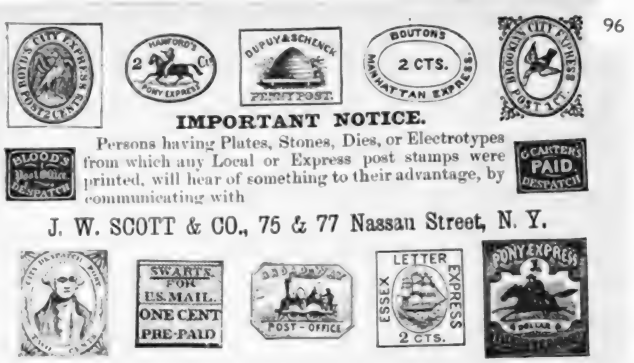
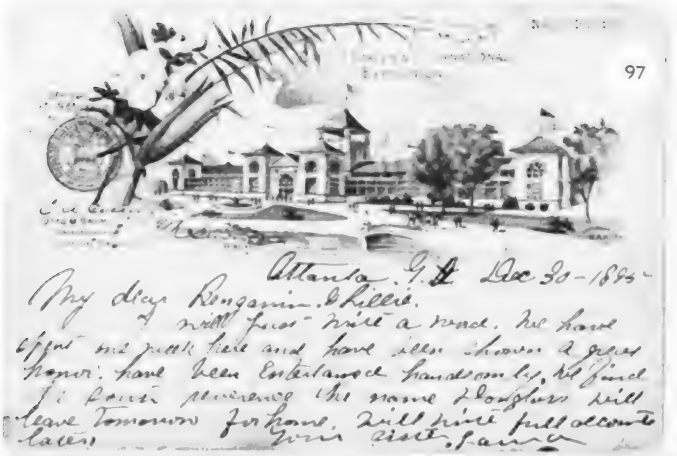
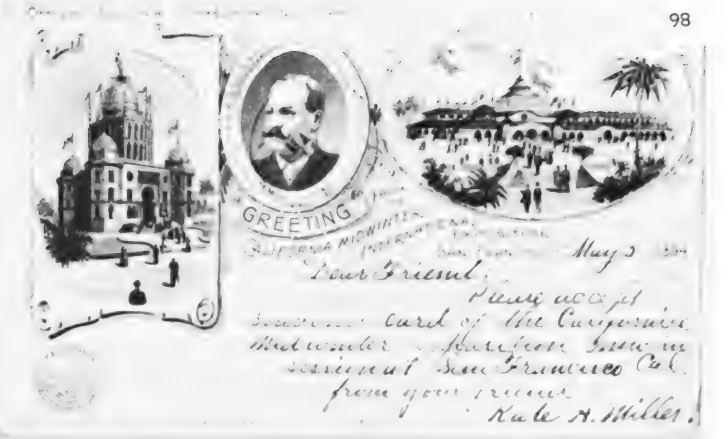
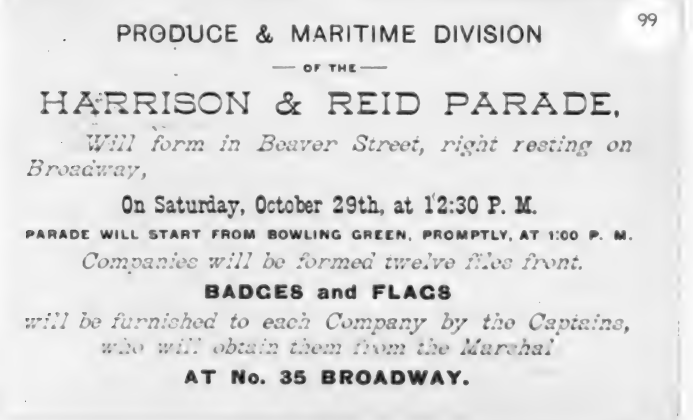


90.....$25.....1908 Salt River Navigation political card, see candidates.
91.....$25.....1882 advertising card for "Bicycle Races", "UX 7".
92.....$25.....1911, colorful stamps of Austria, reverse (Phil. Expo. station cancellation.)
93.....$8 .....1910 advertising Aeroplane flights (Parkersburg, W. Va.)
94.....$15.....1900, Winnipeg Industrial Exhibition, nice color.
95.....$10.....1900 Bryan Vs. McKinley, "UX 14", special advertising card from **The World** Newspaper—black and white.
96.....$75.....1874 advertising card from J. W. Scott Co., "UX 3", black and white, 12 illustrations on pony express and various local post stamps.







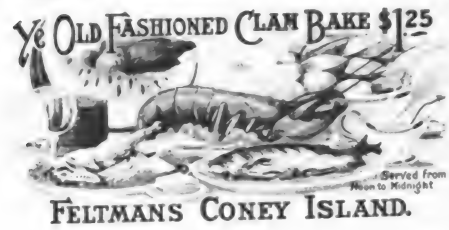
"RARE CARDS"

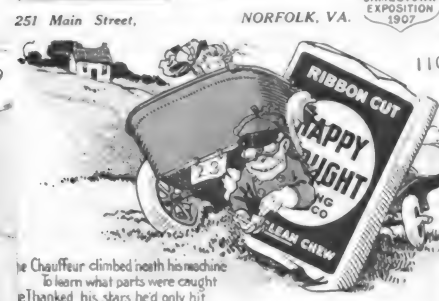
97	$35	1895 Cotton States and International Exposition official souvenir card, color, picture of Negro building.
98	$35	California Midwinter International Exposition, color.
99	$25	1892 advertising postal card, "UX 10" Harrison and Reid Parade to be held Oct. 29, 1892.
100	$12	1894 Repubblica di S. Marino, color, No. 40,394 out of 100,000 cards issued, blank back.
101	$10	1904 St. Louis World's Fair, picture of Varied Industries Building, color, advertising Mueller Goods in red, Cupples.
102	$350	1874 Fifth Cincinnati Industrial Exposition, "UX 3", type 3, Arts, Inventions, Manufactures, Products. Card in black & white, one of five known.

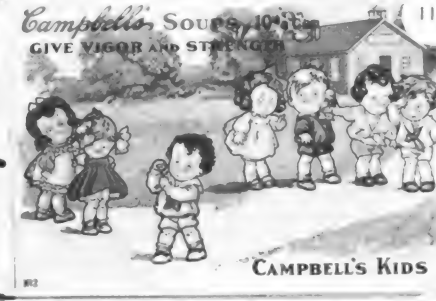
The Rare cards on page 16 and 17 were loaned to me from the collection of Mr. Charles J. Molnar.

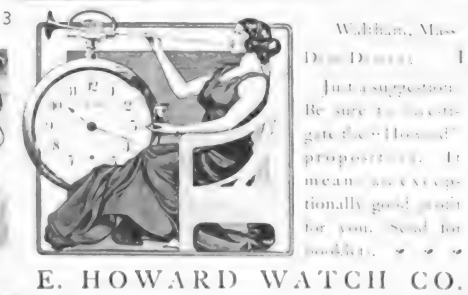
ADVERTISING
(all in color)

103	$ 8
104	10
105	8
106	10
107	35
108	15
109	50
110	10
111	15
112	50
113	20
114	20
115	20
116	15
117	10









118

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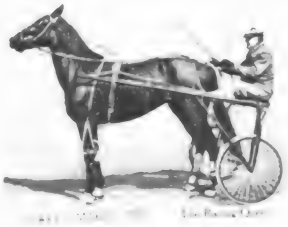

123

124

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131

ADVERTISING
(all in color)

118	$15
119	10
120	15
121	10
122	25
123	10
124	15
125	10
126	10
127	10
128	15
129	15
130	20
131	15

ARMS and CRESTS

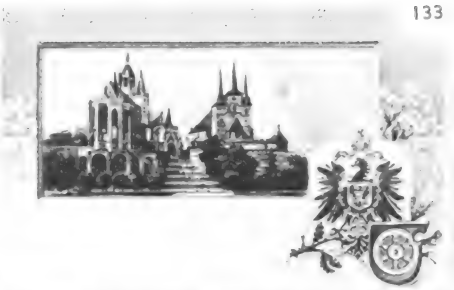
(Heraldic designs)

ALL IN COLOR

VALUE
$5 to $10
EACH

132

133



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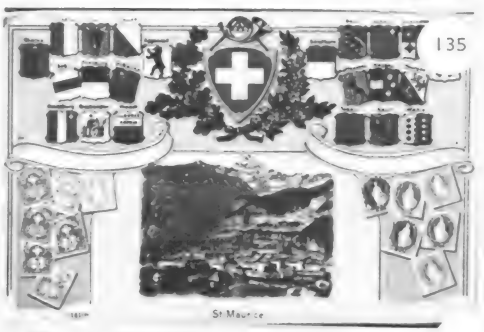

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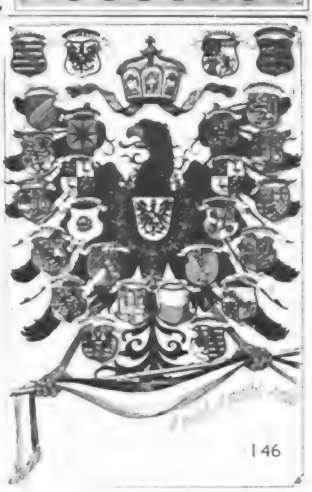

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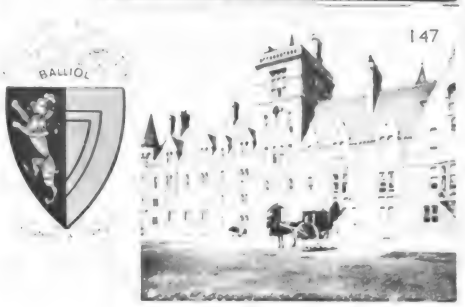

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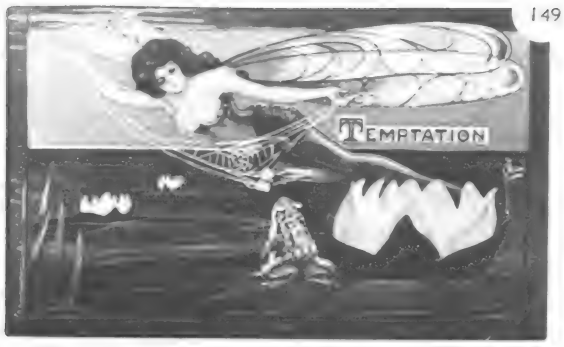

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155

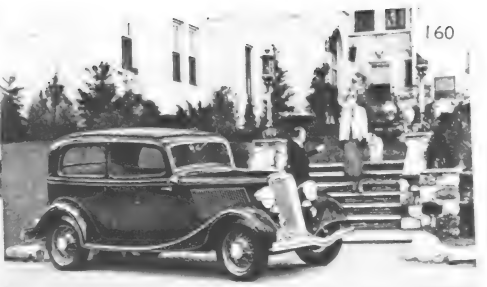
ART NOUVEAU (New Art)
VALUE $20 to $35 Each

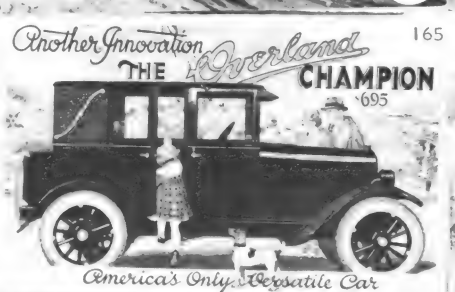
The word "art nouveau" is a French word that describes a period of time when "art nouveau" or the "new art" was in vogue from the 1890's to 1910's. Art Nouveau was a style using a "naturalistic" approach to their art work. Usually flowers or vines were intertwined in their work. Notice the flower design intertwined with the girls.

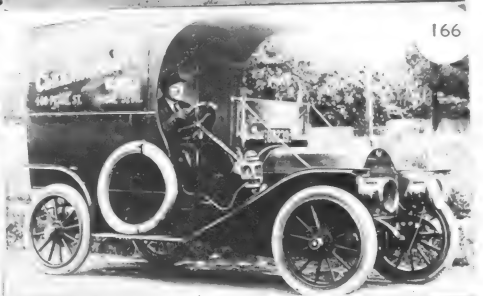
"AUTO"

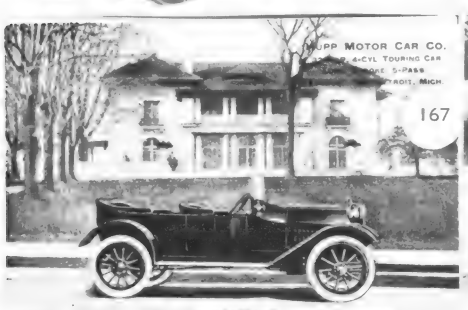
1. all in color
2. most are advertising

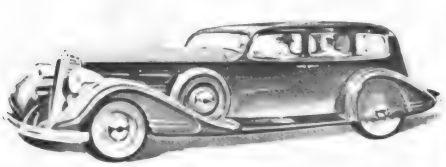
VALUE $3 to $6 Each



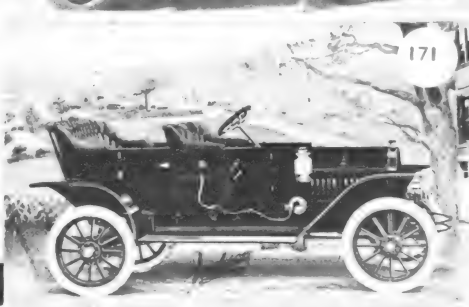


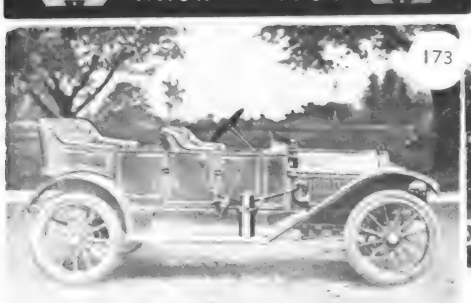


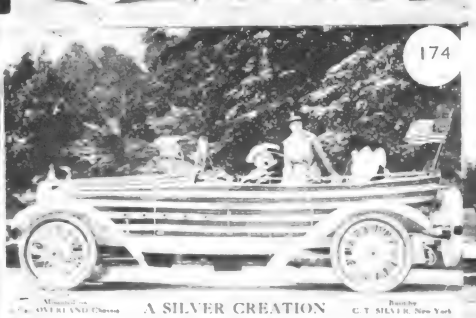




NASH for 1934



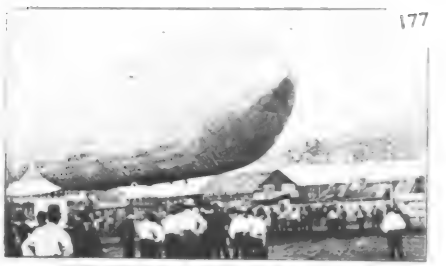


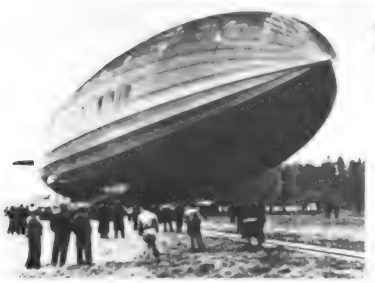


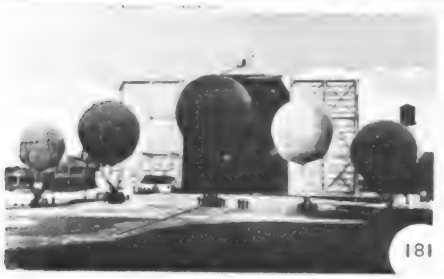
"AVIATION (Early Air)"

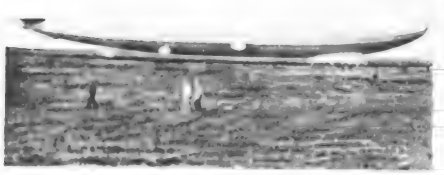
VALUE $5 to $7.50 each

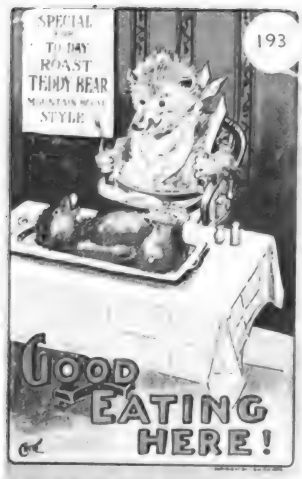
a cancellation adds much value











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203

"BEARS"

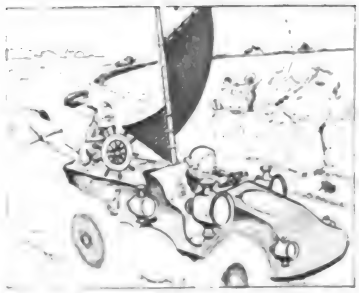
The collecting of Bears has become very popular in the past few years because of the beautiful sets and variety of bear cards that exist. Bears bring back childhood memories. The next two pages will attempt to show the most popular sets and some individual bear cards that one can collect.

	Value Each	No. in Set	Other information
193	$ 7.50	12	1909 political set, Billy Possum, signed Crite, beautiful color
194	5.00	8	"Sporty Bears" by Ullman, No. 83, signed M.D.S., in color
195	5.00	12	"Busy Bears" set, Vacation, color
196	7.50	12	"Little Bears" set by Tuck, No. 118, embossed and beautiful color
197	10.00	16	1907 Cracker Jack Bears, No. 7
198	15.00	7	Days of Week, leather, Tuesday
199	7.50	7	1907, Wm. S. Heal, Days of Week, embossed and beautiful color
200	5.00	6	1907, leather
201	7.50	12	"Little Bears". See No. 196, same set
202	4 to 7.50	4	Western News Co. "Seasons", signed by St. John, Autumn, in brown colors
203	4.00	6	1907, comic bear scenes

"BEARS"

	Value Each	No. in Set	Other Information
204	$ 7.50	7	"Busy Bears" by Ullman, No. 79, sign. Wall
205	7.50	12	"Little Bear", No. 92, Ullman, Sign. Wall
206	7.50	12	see No. 196, same set
207	10.00	32	"Roosevelt Bears" No. 4, color
208	7.50	12	see No. 196, same set
209	5.00	6	comic set, embossed and in color
210	5.00	8	"Happy" signed by Shearey
211	5.00	8	1907, S. S. Porter, En Route
212	5.00	6	English, signed by Beckey, brown colors
213	4.00	7	Days of Week in green, 1907, Wilson
214	7.50	6	comic, German, a post card collector
215	5.00	6	comic Negro Valentine E. P. Dett Co.
216	15.00	6	bear has real fur attached

217


218

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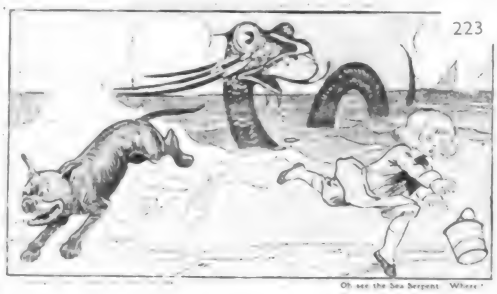

223

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229

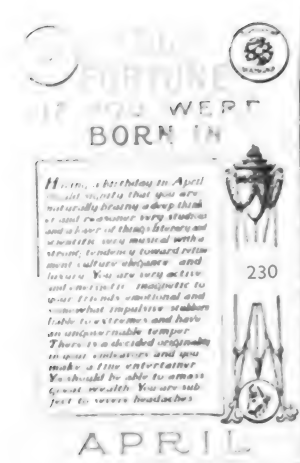
"BUSTER BROWN"
VALUE $7.50 to $12.50 Each

218.....Buster Brown and His Bubble, No. 6 in set of 10, R. F. Outcault
219.....Valentine Series No. 112 by Tuck, signed by R. F. Outcault
220.....1906 by American Journal Examiner, Boston, Sign. Outcault
221.....1907 Calendar signed by Outcault
223.....1906 Chicago Examiner, a hot iron on card will make picture
224.....1905 J. Ottmann Co., signed Outcault
225.....1909 advertising by Brown Shoe Co.
226.....Buster Brown Post Card by Tuck, signed Outcault
227.....Valentine Post Card series No. 111 by Tuck, signed Outcault
229.....1906 American Examiner, NY, attached to newspaper

CALENDARS (BIRTHDAY)

come in sets of 6 and 8, some are real, see 238, 235, 245.

VALUE $2.50 to $5 Each



230

231

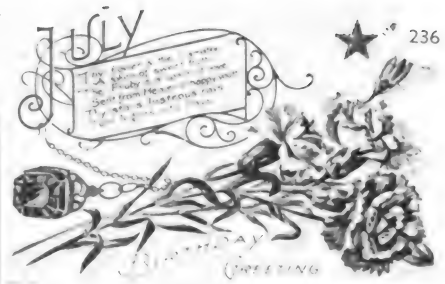
232

233

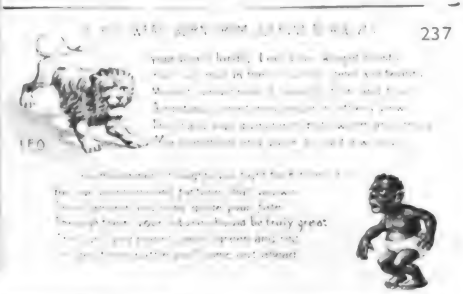
You will become an ardent Suffragette. You'll marry a wishy-washy little man who will stand anywhere without hitching.

234

235



236



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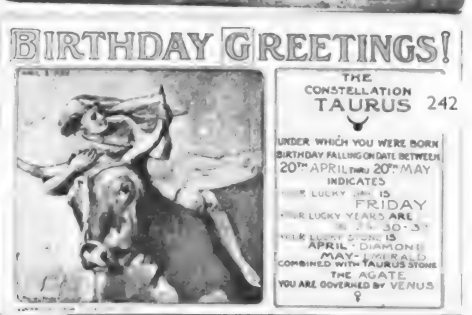

242

243

244

245

246

CHILDREN

VALUE $5 to $7.50 EACH

a signed card adds value

No. 254, 259, 260, 263 are signed Frances Brundage

All in Color—in sets

247

248

249

250

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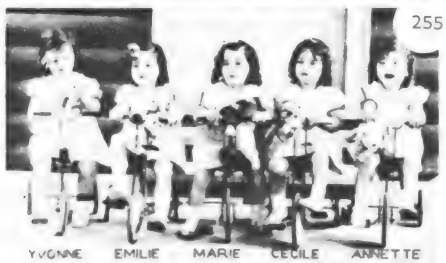
254



255

256

257

258

259

260

261

262

263

CHILDREN

(all signed Ellen H. Clapsaddle)

See page 78

VALUE $5 to $7.50 Each

All in Color—In Sets of 6 and 8

"COLLEGE GIRLS"

VALUE $7.50 to $12.50

No. 280, 283, 287, 291 flags fold out to full length

No. 282, 281, 284, 288, 292 are signed F. Earl Christy

No. 282 silk dress

No. 279 is 1905 Ullman Series, No. 24

No. 286, 290 "U" series, 1906

All in Nice Color

All Come in Sets

279

280

281

282

283

284

285

286

287

288

289

290

291

292

"COINS and STAMPS"

VALUE (each)

stamps $7.50 to $12.50

coins $5.00 to $15.00

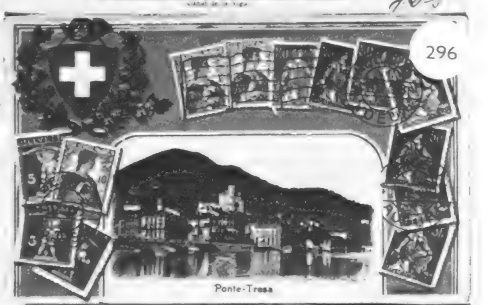
1. all are in color
2. many embossed
3. come in large sets
4. cancellation adds great value

(NOT PICTURED)
American Coins $25
American Stamps $20

293

294

295



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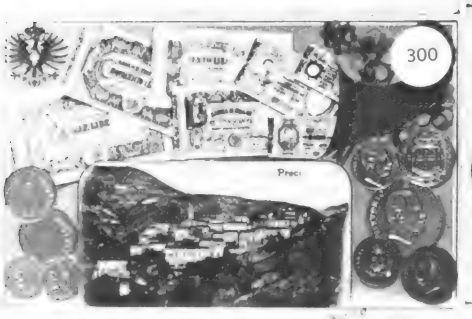
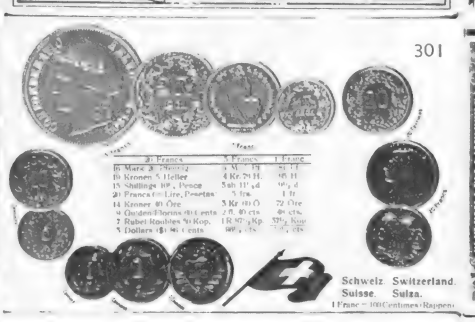

300



301

302

303

304

305

306

307

308

CURIOUS PEOPLE

(black and white photos)

VALUE
$7.50 to $15
EACH

Many Are Signed By The People Pictured—Adds Value

309

310

311

ARTIE ATHERTON
Height 5 ft. 5 in. Weight 38 lbs.

312

JOE DeCRAMER

313

314

315

FILIPINO MIDGETS

316

317

PRINCE LUDWIG
[illegible] ARTIST IN THE WORLD
[illegible] Weight 32 pounds

318

319

320

321

322

323

324

325

CAPT. JOHN CREECH, the Oklahoma Giant
The tallest man in the world 8 ft. 8 in. in height

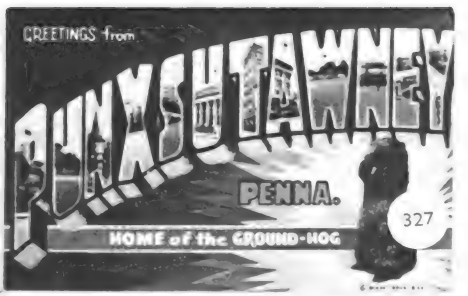
"DAY CARDS"

VALUE $5.00 to $20.00

RARE No. 327, 329, 341

Most come in sets

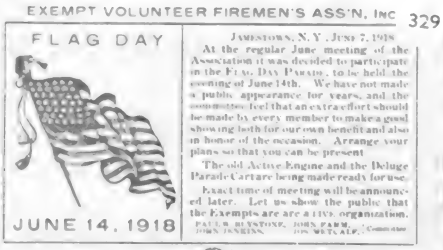
326



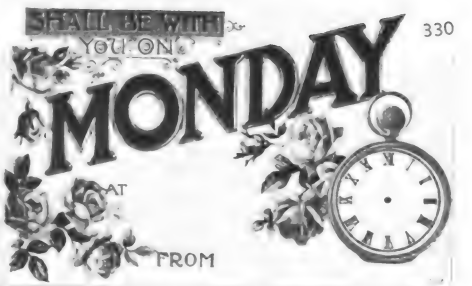
327

328

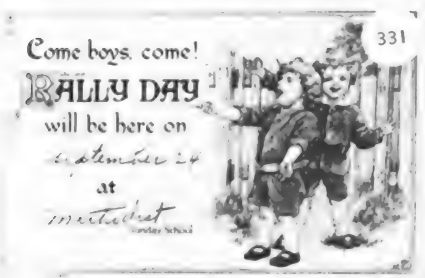
329



330



331



332

333

334

335

336

337

338

339

340

341

"EXPOSITIONS"

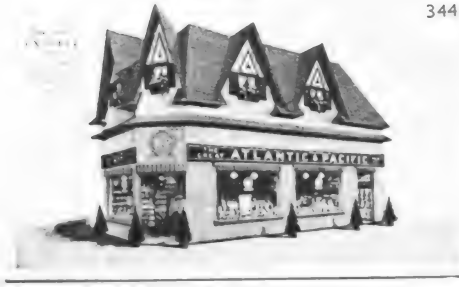
	Value $	No. in Set
342	35.00	10
343	5.00	12
344	5.00	6
345	5.00	12
346	7.50	10
347	5.00	18
348	6.00	6
349	5.00	10
350	15.00	10
351	5.00	8
352	8.00	6
353	6.00	8
354	50.00	12
355	25.00	12
356	20.00	10

No. 356 is a HTL

all are in color

342

343



344

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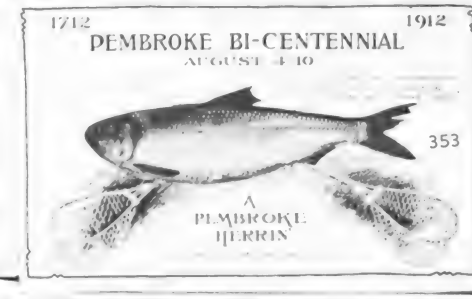


353

354

355

356

"EXPOSITIONS" American and Foreign

Exposition post cards have been collected for a long time because there is much history and information to be learned from world and American fairs and expositions. There is a vast amount to learn and many, many different sets from the same expositions. Cancellations can add much to the value of a card. Pictured is only a small sample.

357

358

359

360

363

361

362

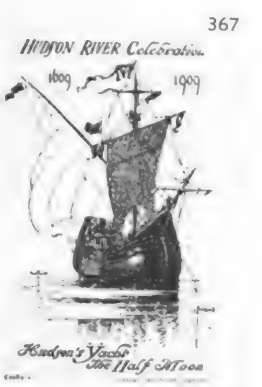
	Value $	No. in Set
357	7.50	12
358	15.00	10
359	6.00	8
360	5.00	6
361	10.00	6
362	7.50	12
363	7.50	100
364	10.00	10
365	7.50	10
366	7.50	6
367	5.00	6
368	6.00	10
369	7.50	6
370	7.50	6
371	7.50	100
372	7.50	10
373	25.00	4

No. 373 Very Rare

364

365

366



367

368

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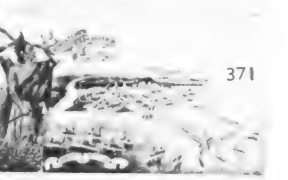
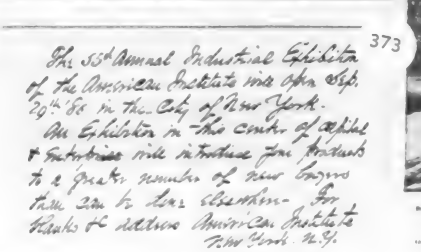
370


371

372



373

"DUPONT DOGS" VALUE $1,500 for the set

The Dupont Dogs are a set of 13 beautiful Champions that won contests around the turn of the century. Each dog is an oil painting by Edm. H. Osthaus and each card is signed by him on these advertising post cards.

WHY THE EXTREME VALUE OF THESE CARDS????

This set comes with a title card (non-post card) explaining the National Field Trial Championship Winners pictured. The title card, not pictured, is the key to the set. The set also comes with two booklets on Dupont trapshooting. This set was on display at a recent post card show. The owner was offered $1,500 for the set, but refused to sell his Dupont Dogs.

What the value of one card would be is up to the collector. All that is known is that one man was willing to Pay $1,500 for the set.

NAMES OF DOG CHAMPIONS

374....1904....Mohawk II
375....1899....Joe Cumming
376....1903....Geneva
377....1905....Allambagh
378....1898....Tony's Gale
379....1908....Count Whitestone
380....1896....Count Gladstone IV
381....1909....Manitoba Rap
382....1901-02....Sioux
383....1906....Pioneer
384....1910....Monora
385....1900....Ladys Count Gladstone
386....1907—Prince-Whitestone

"GAMES"

these cards come in colorful sets of 6 to 8 in a set

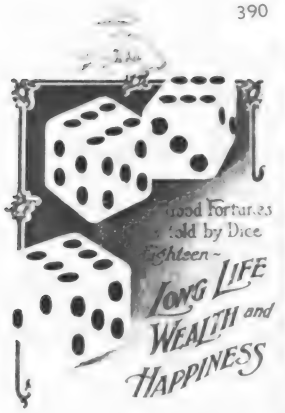
VALUE $5.00 EACH

387

388

389

390



391

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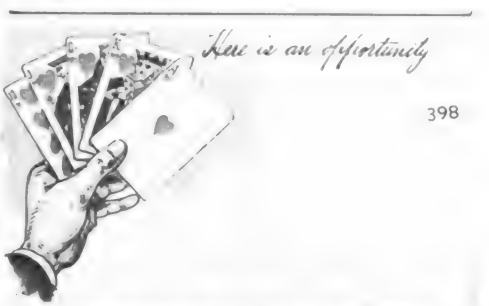
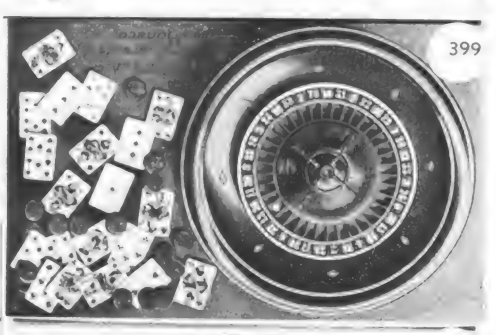


399



400

401

402

403

"HITLER and COMPANY"

Prior to and during World War II the German and Italian governments made thousands of different post cards to help promote their cause. This type of Nationalism or Propaganda was used by most countries including the United States. A cancellation on these cards doubles the value because many collectors want the historical date and any information on the cards that the sender might have written.

404	$15.00
405	8.00
406	15.00
407	20.00
408	15.00
409	10.00
410	12.50
411	15.00
412	25.00
413	10.00
414	10.00
415	8.00

No. 410 in color, rest in B & W

404

405

406

407

408

409

410

411

412

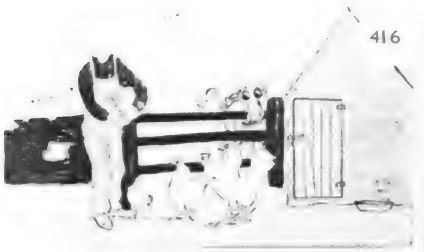
413

414

415

"HOMEMADE POST CARDS" Value $10 to $15 each

There was a day when people made their own cards and mailed them to friends. Many were hand drawn in pen and ink or painted in color. Some were cut parts that were put together. Parts from magazines, stamps, newspapers, and other printed material were cut up and put on a card. Some were even comic strip rubbings using wall paper cleaner. Card No. 423 was mailed to us from a friend.


416

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423

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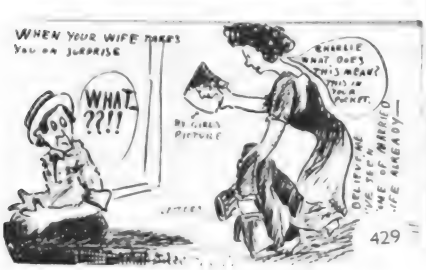
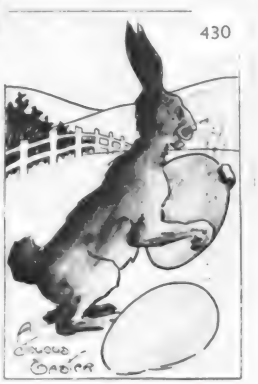


429


430

431

432

433

DESCRIPTION

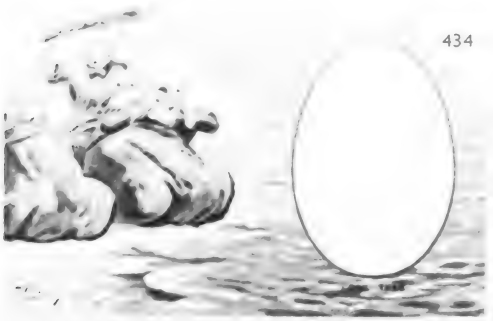
(hand drawn)
416, 418, 417, 424, 429, 421, 425, 426, 431, 427, 432.

(cut parts)
419, 423, 428, 433
(rubbings)

422, 420

HOLD-TO-THE-LIGHT (HTL) or TRANSPARENCES VALUE $5 to $7.50 EACH

Each card on this page has a blank space and when you hold this card up to a bright light you will see a hidden picture that will appear. SOME EXAMPLES—435 two girls, 436 man & baby, 438 boy and food, 439 man smoking, 442 frog, 443 back of stagecoach, 445 girl on the beach, 444 nude girl, 446 baby. All cards are in color.


434

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437

438

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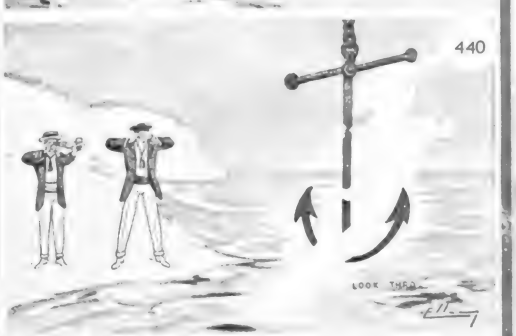

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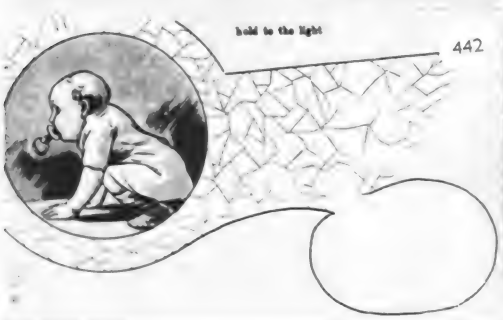
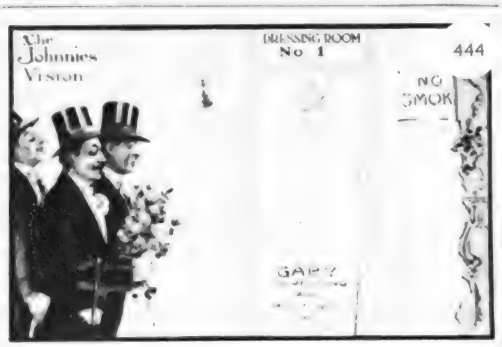
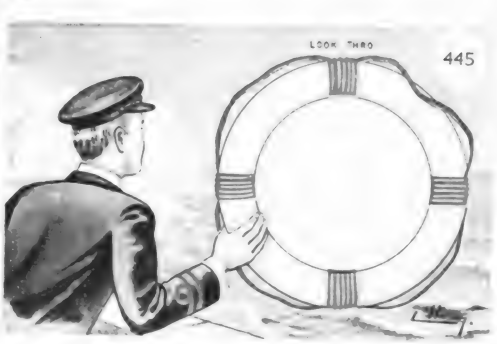


442

443



444



445

446

HOLD-TO-THE-LIGHT (HTL)

These HTL cards on this page have cut-out slits for windows that appear to be illuminated when the card is held to a bright light. FOR EXAMPLE—450 eggs, 459 windows, 457 windows, 460 eggs, 449, 452, 456, parts on trees, 464 parts of ship. All cards are in color.

447

448

449

450

447	$10
448	10
449	10
450	10
451	10
452	12.50
453	10
454	20
455	15
456	12.50
457	10
458	10
459	10
460	10
461	10
462	10
463	10
464	7.50

452

453

451

454

455

456

457

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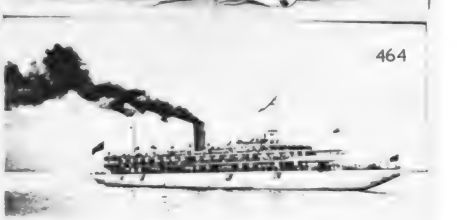
463

460

461

462


464

HORSE DRAWN FIRE ENGINES

all are color, some come in sets of 6

VALUE $6 to $10 EACH

465

466

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471

472

473

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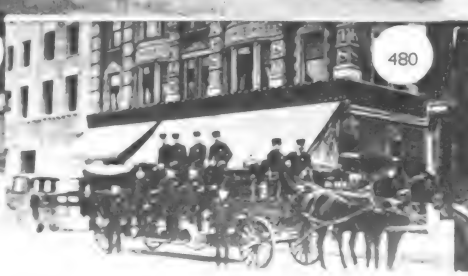
480

481

INDIAN CHIEFS

ALL are color, come in sets of 6 and 8

VALUE $5 to 7.50 Each

482

483

484

485

486

487

488

489

490

491

492

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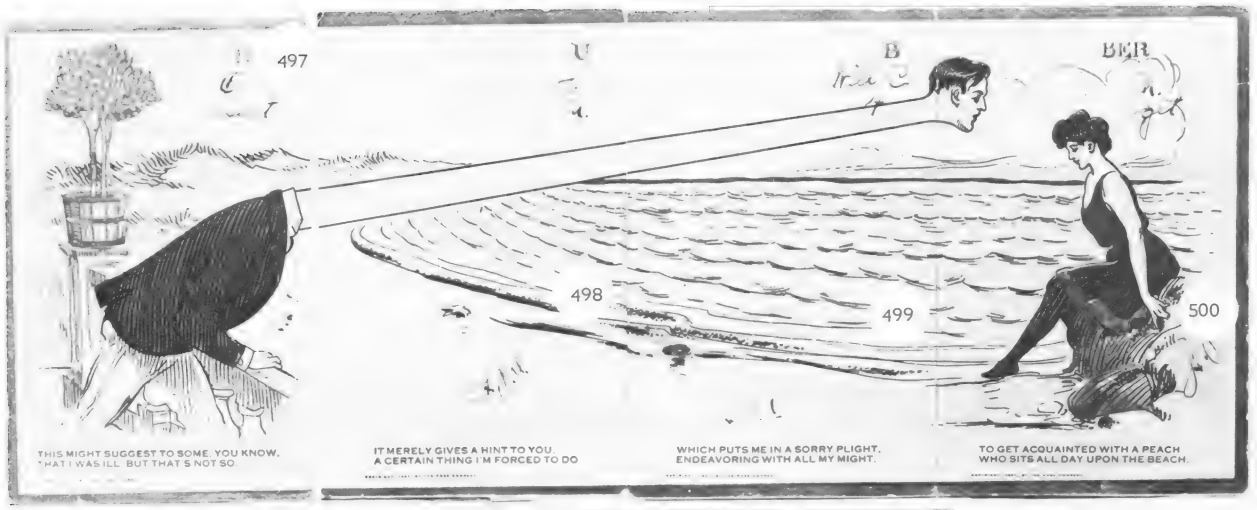
496

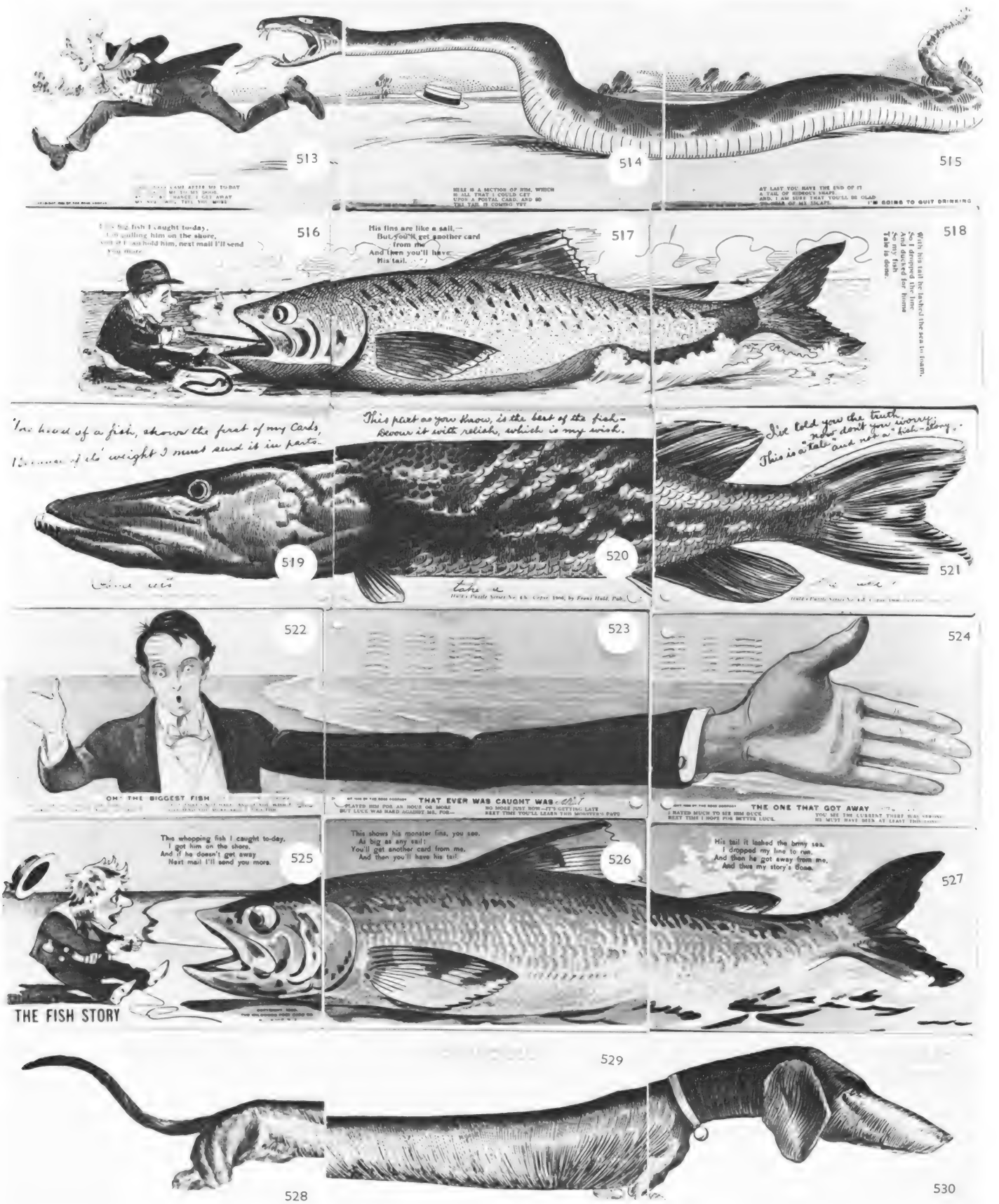


"INSTALLMENT CARDS" (sets of 4) **VALUE $6 for EACH CARD**

These cards come in sets of 4 and the purpose was to mail one card each day or week to the same person so the receiver could put the cards together like a puzzle. Some installments come in sets of 3, 4, 6, 8, 10. It is difficult to complete a set of the rarer installments.

"INSTALLMENTS" (sets of 3 and 4) Value $5 for Each Card

The fish set is very common compared to the Santa and Tree on page 44. Set 519 comes in 4 and so does 528. Notice the holes on set 519 and 522. The purpose is to string or tie the cards together when all have been mailed to the receiver. All these cards are in color.



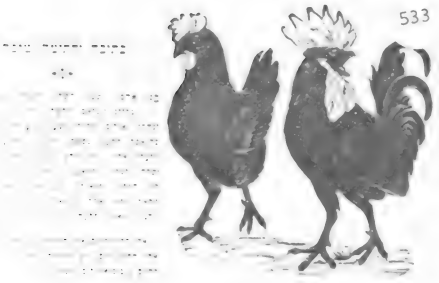
JEWISH NEW YEARS

most are embossed and in color

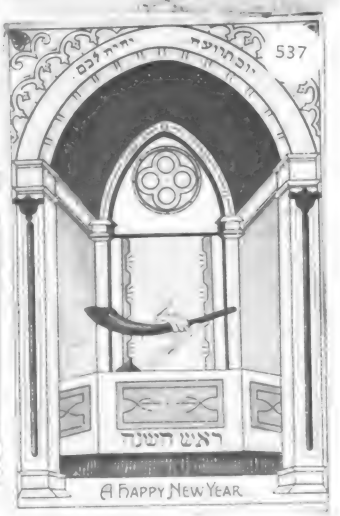
Value $10 to $20 Each

531

532


533

534



537

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536

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539

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541

542

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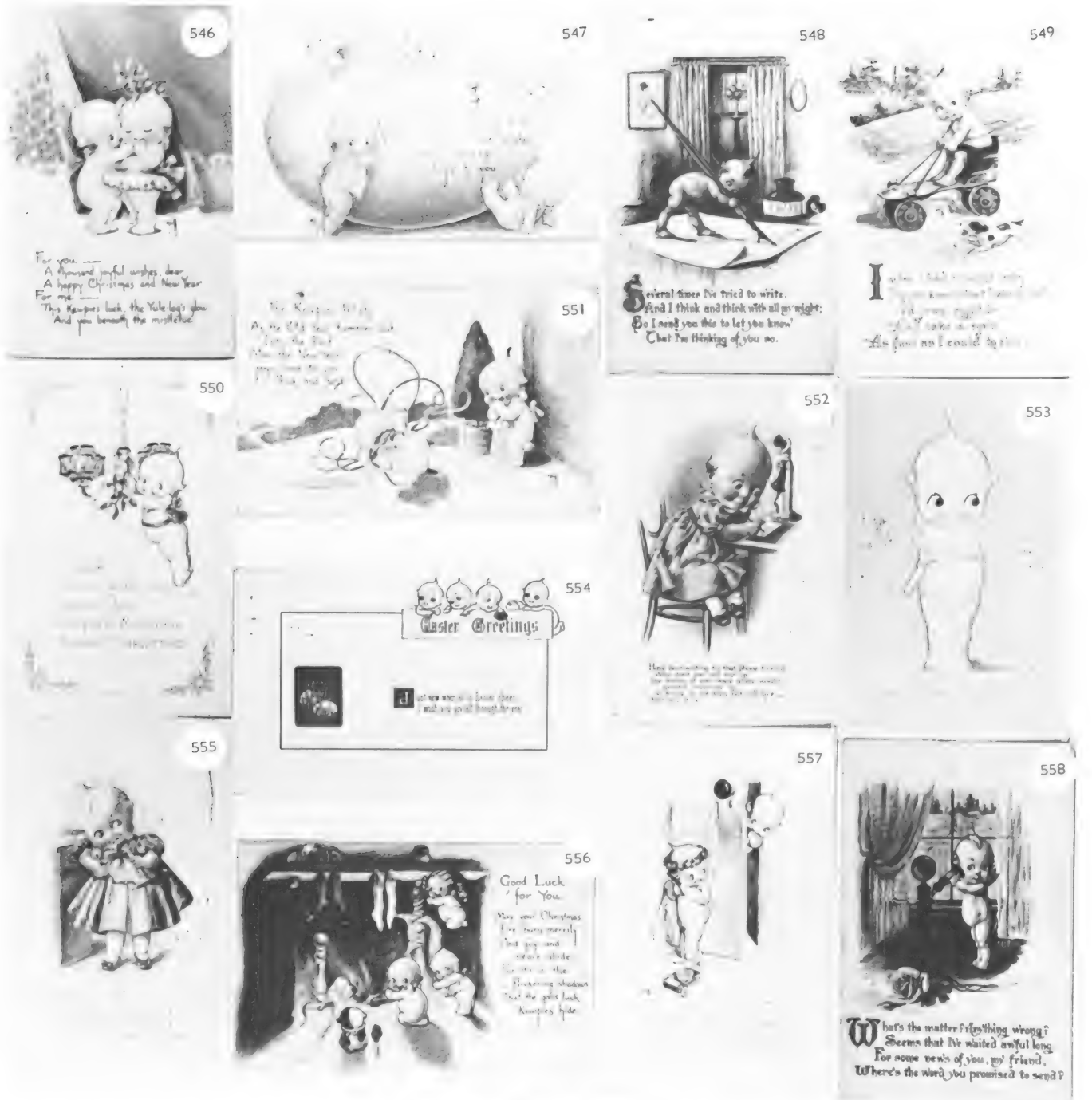


"KEWPIE POST CARDS"

The Kewpie Doll was the creation of Rose O'Neill in 1909. She drew for the Gibson Art Company after 1912. Her work has been copied by many artists as illustrated on this page. Her signed cards have much value. There are over 200 known different cards signed by Rose O'Neill. Rose (The One Rose) died April 6, 1944.

	Value	Other Information
546	$12.50	1919, Gibson Art, signed O'Neill
547	15.00	1923, Gibson Art, signed O'Neill
548	7.50	1915, Gartner & Bender, part of set of many
549	7.50	1915, Gartner & Bender, not signed
550	10.00	1919, Gibson Art, printed Rose O'Neill's name
551	12.50	1923, Gibson Art, signed O'Neill
552	7.50	1914, series No. 98, no signature
553	10.00	1915, Edward Gross Co., Kewpie series 101
554	7.50	1917, Kewpie type Easter card
555	8.00	1914, series No. 98, not signed
556	15.00	1921, Gibson Art, signed O'Neill
557	12.50	1920, Gibson Art, signed O'Neill
558	7.50	1916, Gartner & Bender, not signed

LARGE LETTERS

VALUE $2.50 to $7.50 Each

all come in sets

No. 569-574 are signed
C. Klein

559

560

561

562

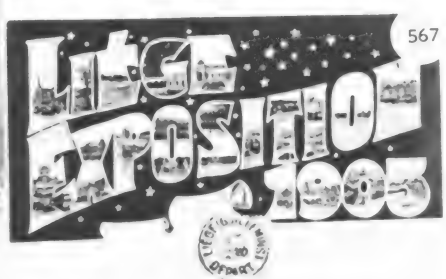
563

564

565

566

567

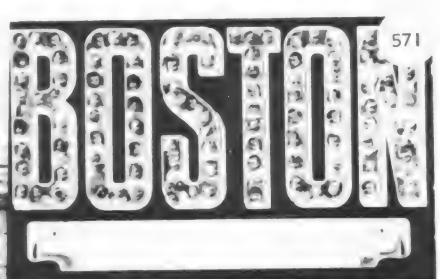


568

569

570

571



572

573

574

575

576

577

MASONIC

all come in sets of
6 or 8

most in color

VALUE $5 to $10 Each

578

579

580

584

THE MASON'S WIFE GIVING AWAY THE SECRET

581

582

583

585

586

587

588

ARE YOU AN ELK?

589

RECEIVING THE PASSWORD

590

591

592

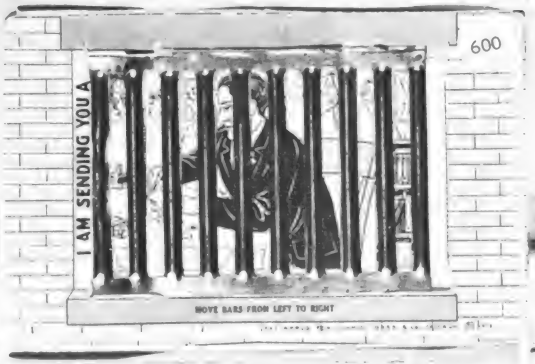
THE MAGIC HOUR

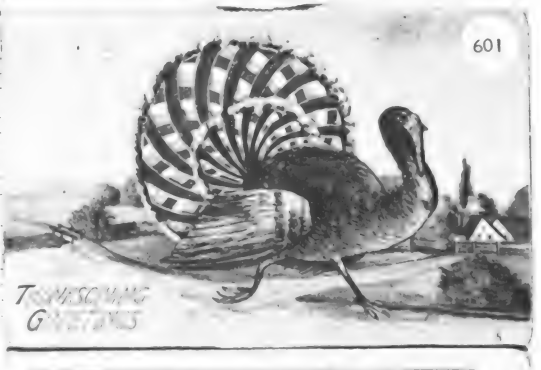
593

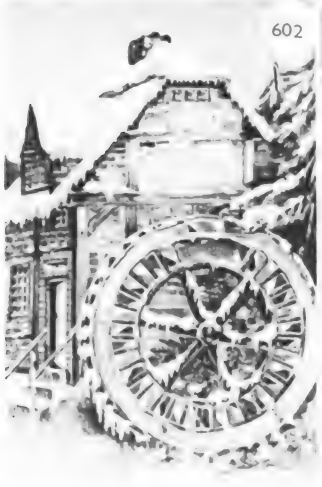
594

MECHANICAL CARDS (all have moving parts) pages 50-51
VALUE $10 to $20 Each

All the cards on page 50 and 51 have something on them that moves by pulling levers, rotating discs, pulling and pushing tabs, and activating the required part to move the picture. EXAMPLES— 595, 602, wheels turn, 597, 607 eyes and hands play instruments, 596, 603, 604, 605, 610, 612, 613, turn wheel and pictures change. 600 has a metal sliding bar that changes the picture, 598 the girl dances when you push and pull the tab, 605 signed Clapsaddle rotating picture, all cards in color and are very interesting to collect.







605

606

607

608

609

610

611

612

A feast and a fast!

613

MOVIE STARS

all are black and white
real photos

VALUE $4 to $7.50
EACH

614

615

616

617

618

619

620

621

622

623

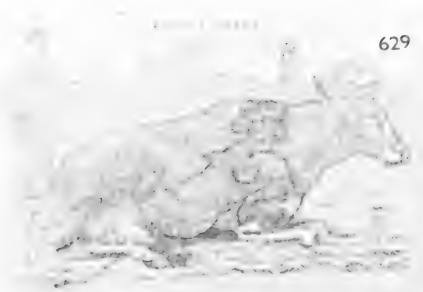
624

625

626

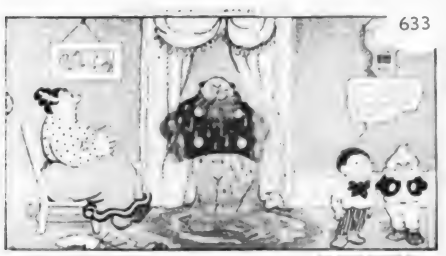
627

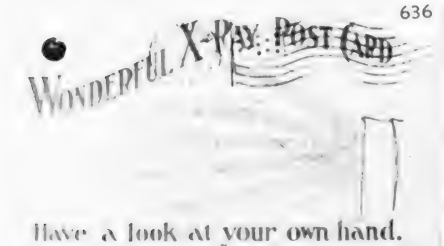
628



Clean Your Pen and Write soon.

Colorchange Post Card





PUZZLE POST CARD

NOVELTY

629	.....	$ 7.50
630	.....	10.00
631	.....	5.00
*632	.....	5.00
633	.....	6.00
634	.....	7.50
635	.....	10.00
636	.....	5.00
637	.....	7.50
638	.....	5.00
639	.....	15.00
**640	.....	5.00
641	.....	7.50
642	.....	10.00
*643	.....	15.00
*644	.....	20.00

*leather
**wire tail
639 plays
631 embroidered
638 real button
633 use hot iron
635 & 642 tear up

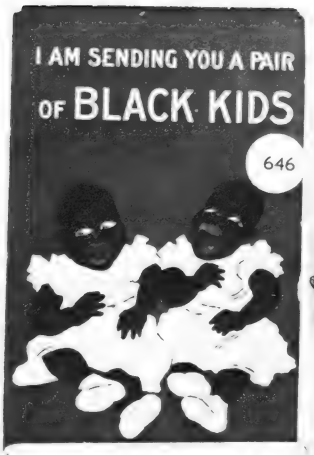
Look at others for information on what they might do.

NEGROES

all come in sets of 6 or 8 and are in color

VALUE $5 to $10 EACH

645



646

647

"Poor old Joe!"

648

649

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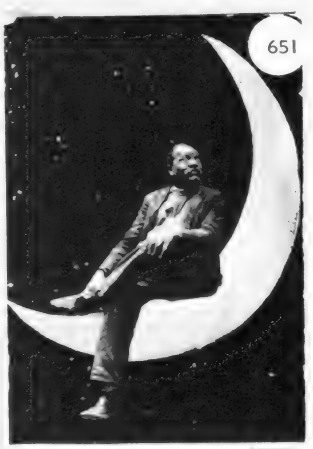
651



If the Man in the Moon Were a Coon.

652

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654

655

"NO MA'AM I AINT SEEN NO STRAY ROOSTER OVER HEAH."

656

A DARKTOWN LOVER

657

To my Valentine

658

659

Negro post card collectors are growing very fast. One reason is that an important part of American history is captured on cards. Unfortunately some of the ideas put on Negro cards were not very nice to the Negro race. The fact that the Negro was degraded on cards makes them collectable because some collectors want to preserve some of the stain on America's past so it won't happen again. Some interesting sets are 663, 665, 671, 673, and 675. Cards are in color.

NEGROES

come in sets of 6 and 8

VALUE $5 to $12.50

660

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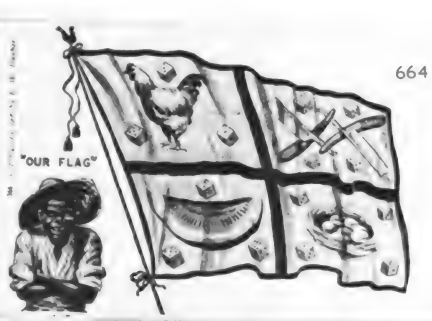
664



665

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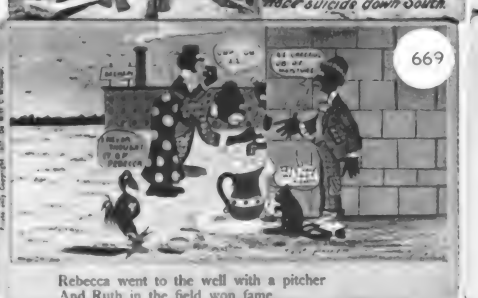
669



670

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672

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674

675

676

NUDES

all are black and white
real photos

VALUE $5 to $7.50

Most Are French
Dating 1908.

677

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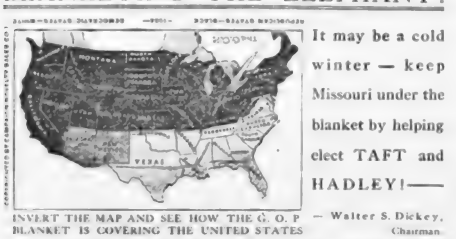


698

POLITICAL

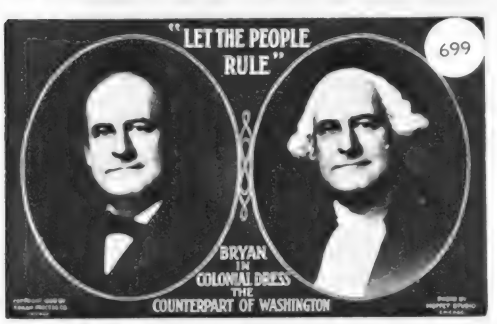
694	$15.00
695	10.00
696	20.00
697	15.00
698	8.00
699	20.00
700	8.00
*701	25.00
702	15.00
703	15.00
704	10.00
**705	30.00
706	15.00

*see card No. 90, the reverse side

**a three part fold-out with pictures

most of these cards come in sets of two.

FOR MORE INFORMATION ON POLITICAL POST CARDS SEE ALMOST 1,000 PICTURES IN **PATRIOTIC POST CARDS BY** John M. Kaduck



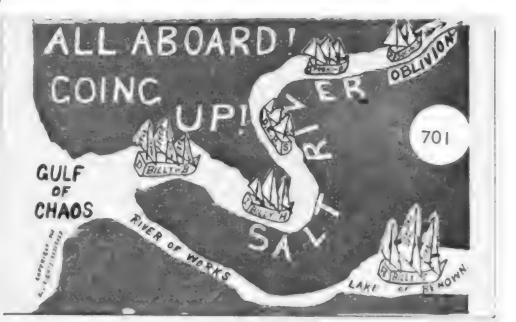
699

IN JULY 1908

BRYAN
BRYAN
BRYAN
BRYAN
BRYAN
BRYAN
BRYAN
BRYAN
BRYAN
BRYAN

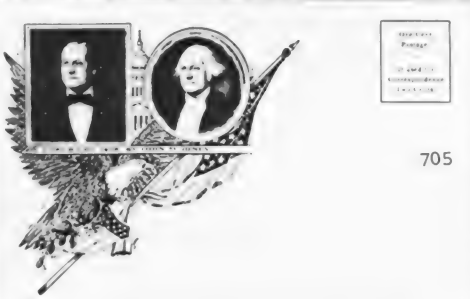
HE'S GROWING SMALLER EVERY DAY

700



701

702


705

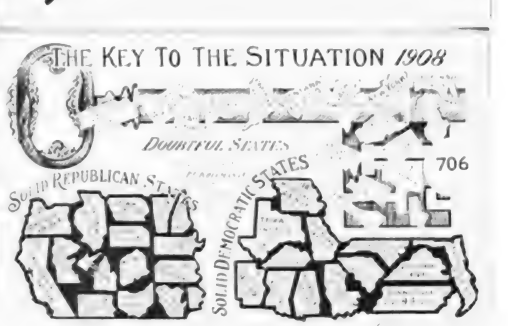
703

A DEMOCRAT
Is a Man who has voted for William Jennings Bryan twice, and is now Ready to do so again.

704

A student, thinker statesman rare
A gallant leader few would dare
The idol of his country stands
The greatest man in all the lands.

M. T. Sheehan



706

"RELIGIOUS CARDS"

	VALUE	No. in set	OTHER INFORMATION
707	$ 5.00	3	Faith, Hope, and Charity set, embossed
708	7.50	6	The Guardian Angel, embossed
709	5.00	8	Lord's Prayer in English, embossed
710	5.00	8	Lord's Prayer in German, embossed
711	5.00	8	Lord's Prayer, embossed
712	5.00	8	Lord's Prayer, embossed
713	5.00	8	Lord's Prayer, embossed
714	10.00	10	Ten Commendments, Rose Co., embossed
715	7.50	4	Child's Prayer
716	7.50	4	Child's Prayer, Holbrook set
717	5.00	12?	Bible verse, embossed
718	7.50	1	The Evening Prayer, bedtime prayers

719

720

721

REAL HAIR and REAL HATS

All the girls on this page are wearing hats made with real cloth.

All the girls with just hair showing have real hair attached to the post card.

All are French cards and in color.

VALUE $7.50 to $15.00 Each

722

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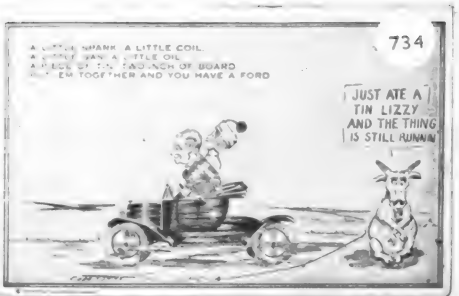

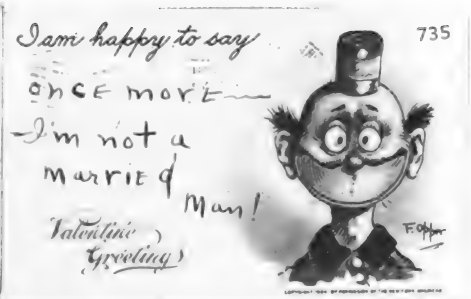

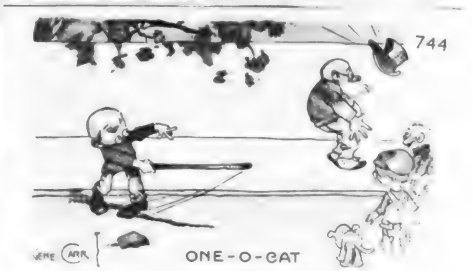

"SIGNED ARTISTS"

Many collectors look for post cards that are actually signed by the artists who drew the picture for the company to make the card. Most cards are not signed by the artists, but obviously some artist drew the picture. After some experience, one can tell whose card they are looking at. The signature, of course, is important for greater value.

The prices are for the cards pictured. A different card, depending upon the subject may have more or less value with the same signature. Look for signatures, they are the up and coming thing. What would you rather have, a signed Tiffany or unsigned piece of art glass??

	VALUE	SIGNED BY
733	$2.50	Tom B (Tom Browne)
734	5.00	Cobb X. Shinn
735	7.50	F. Opper
736	4.00	H. Pyle
737	5.00	Ethel DeWeed
738	3.00	Catherine Klein
739	5.00	Mdilick
740	5.00	Rube Goldberg
741	7.50	F. G. Long
742	7.50	Frances Brundage
743	5.00	John Winsch
744	7.50	Gene Carr

"SIGNED ARTISTS"

	VALUE	SIGNED BY
745	$5.00	Ellen H. Clapsaddle
746	4.00	Lance Thackeray
747	3.00	Reynolds
748	4.00	Donadini Jr.
749	4.00	E. C. Banks
750	4.00	HBG (H. B. Griggs)
751	3.00	Kathryn Elliott
752	2.50	L. H. "Dude" Larsen
753	5.00	Zim (H. G. Zimmerman)
754	4.00	Alberts
755	4.00	Marion Miller
756	2.50	E. C. Lounsbury

Many artists worked for different companies. That is one reason some of their work is unsigned, because of broken contracts. Some were hired out under special contract to do a special set. Then they would return to their original companies. Some artists did free lance work and went from company to company. Some companies would not let the artist signature go on their post cards because of royalty laws and more money would have to be paid to the artists.

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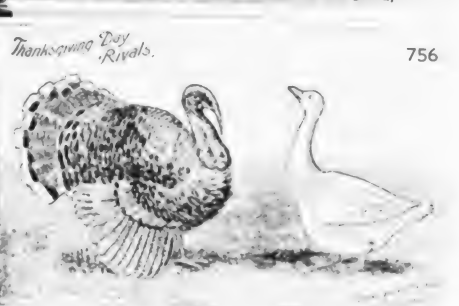
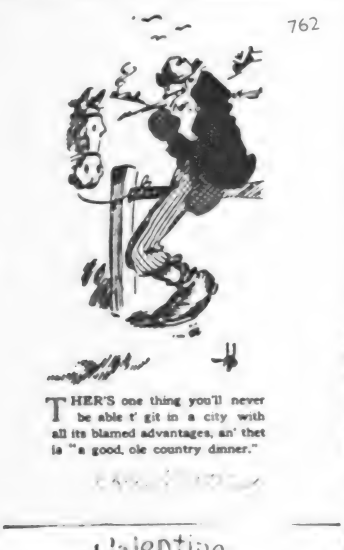
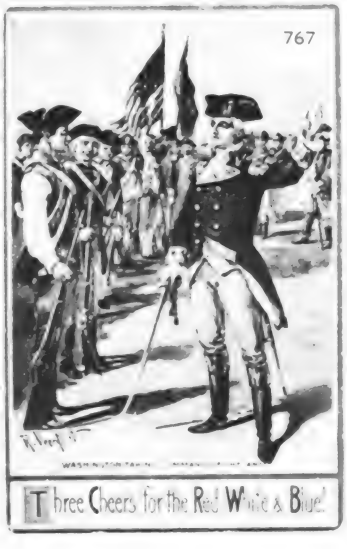
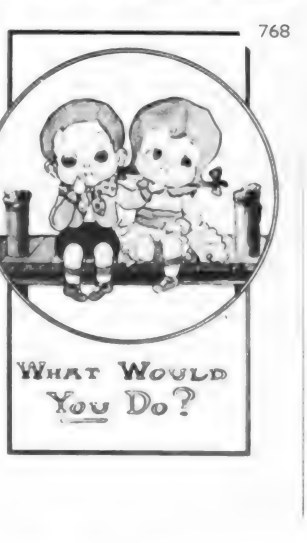


756







"SIGNED ARTISTS"

	VALUE	SIGNED BY
757	$5.00	Katherine Gassaway
758	5.00	Ellam
759	5.00	Bernhardt Wall
760	4.00	Howard Chandler Christy
761	4.00	Paul deLongpre
762	7.50	Abe Martin
763	5.00	H. King (Hamilton King)
764	5.00	Gesner
765	5.00	Gene Carr
766	4.00	Fred Lounsbury
767	7.50	R. Veenfliet
768	2.50	Bishop

769

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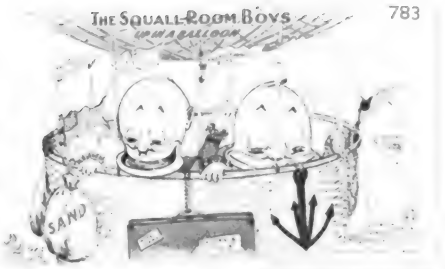
"SIGNED ARTISTS"

	VALUE	SIGNED BY
769	$5.00	F.J.H. (F. J. Haffner)
770	5.00	Chapman
771	7.50	Wiedesheim
772	5.00	C. Twelvetrees
773	5.00	Wall
774	5.00	Xavier Sager
775	5.00	Evelyn Von Hartmann
776	5.00	Julia Woodworth
777	5.00	Archie Gunn
778	5.00	H. Feiertag
779	5.00	Jenny Nystrom
780	5.00	Aheinmuller

781

782



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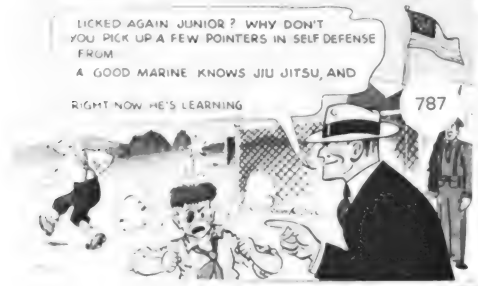

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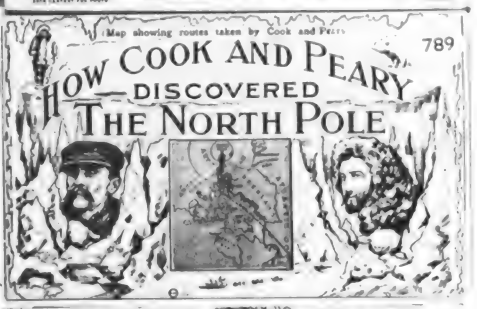

789

790

791

792

"SETS and SERIES"

Most post cards were made in sets of 2, 4, 6, 8, 10, 12, 14, 16 and up to 100. Usually an artist was given the assignment to draw a set for special holidays or events (historical or otherwise). The company would print the different sets and sell them all over the country. For every card you have you can bet there is a companion to match it. Not all cards are collected in sets. Some of the cards I have pictured are some of the better sets, but remember there are thousands of sets to complete. I have attempted to list the number in a set, but there could be some error because there are no records to look at, just experience of collectors who have knowledge of sets. Some of the cards will have information on there backs to let us know this is card No. 8 of 16.

	Value (each)	No. in set	Other Information
781	$ 7.50	8	Swift & Company advertising cards
782	7.50	+14	embossed alligator border
783	5.00	24	the Squall-Room Boys, signed GES
784	10.00	8	National Souvenir
785	4.00	12	Poems by Eugene Field
786	5.00	Unlimited	homes of movie stars
787	2.50	4	famous artists syn., 1942
788	7.50	Unlimited	beautiful colors, butterfly set
789	5.00	50	Cook and Peary
790	7.50	6	"College Series (95), sign. F. Earl Christy
791	5.00	12	Leap-Year series 401, signed Dwig
792	5.00	24	How can you do it?, signed Dwig

793

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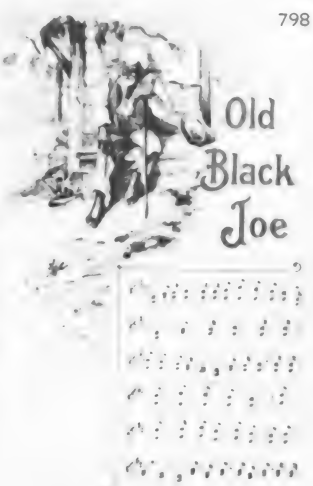
795

SATURDAY
796

797



798

799

800

PENNSYLVANIA
801

802

803

804

"SETS and SERIES"

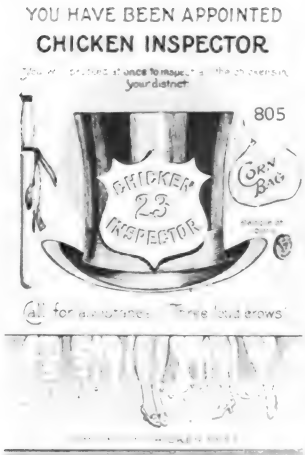
	VALUE	No. in set	OTHER INFORMATION
793	$3.00	12	reverse mirror, signed Dwig
794	5.00	16	Lovely Lily, signed by G. F. Kaber
795	7.50	5	the five senses
796	5.00	7	Days of the Week, (Cats)
797	7.50	40	Colonial Heroes
798	5.00	20	Songs, Rose Company
799	3.00	26	Tuck Presidents
800	7.50	4	overall boys
801	7.50 +	10	college men
802	7.50	4	In Cupid Land
803	5.00	12	Tuck (Kings And Queens of England)
804	7.50	4	"Little Breeches", signed by H. Harmony

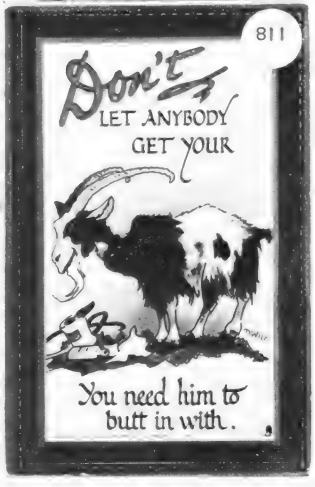
SETS (COMIC)

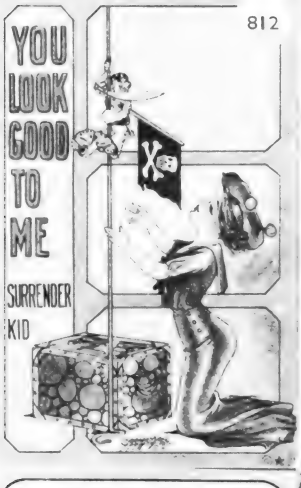
comes in sets of
6, 8, 10, 12

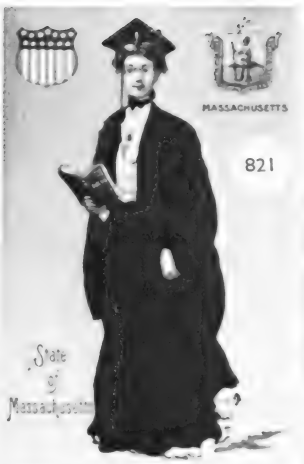
color, most signed
artists

Value $5 Each









"SILK CLOTHING"

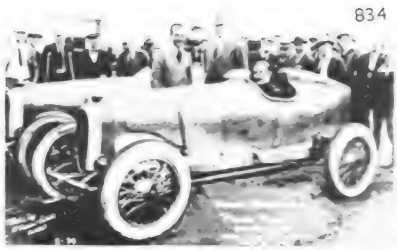
All of the clothing on the people is made with a silk covering.

All cards are in beautiful color, all in sets.

	VALUE
820	$ 7.50
821	10.00
822	5.00
823	7.50
824	10.00
825	7.50
826	7.50
827	10.00
828	5.00
829	5.00
830	7.50
831	10.00
832	5.00
833	5.00

SPORTS

834	$15.00
835	15.00
836	7.50
837	7.50
838	15.00
839	7.50
840	15.00
841	15.00
842	15.00
843	35.00
844	15.00
845	10.00
846	10.00
847	7.50
848	7.50
849	10.00
850	10.00
851	15.00

834


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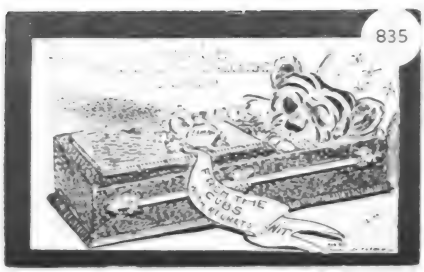
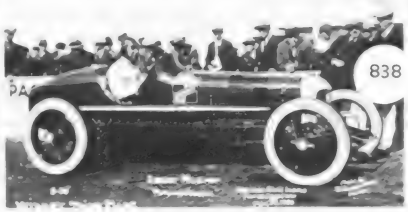


836

837

838


841

839

HILL CLIMBING CONTEST - TURNERS HILL

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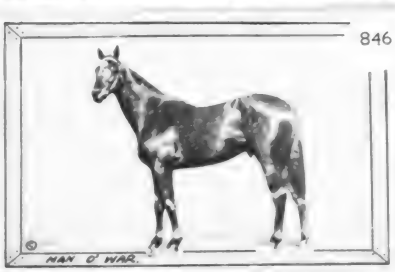

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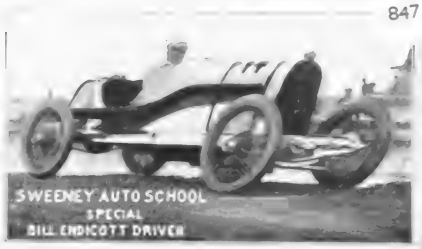

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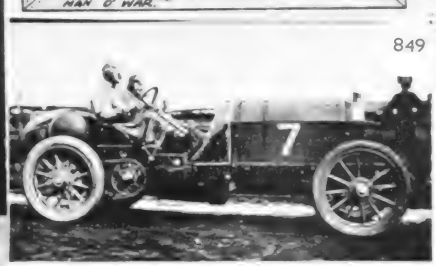
849


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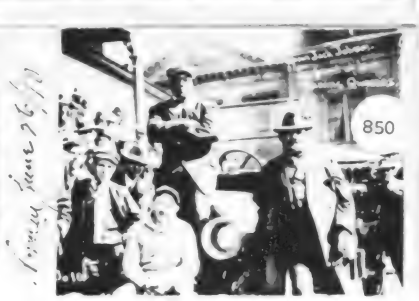

851

STREET CARS

VALUE $7.50 to $15 Each

horse drawn are hard to find

852

853

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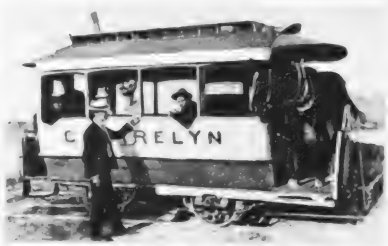

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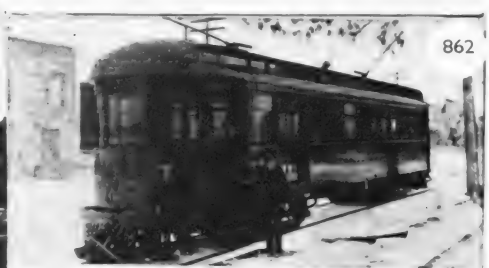
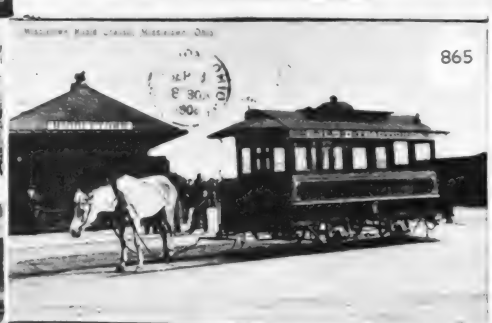

862

Interurban Car at Station, Eau Claire, Mich.

863

864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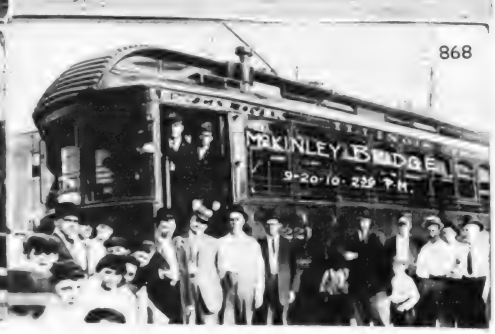

868

Sunbonnet Girls or babies are very collectible. The prices have gone from 25¢ each a few years ago to $20 on some today. Most of the Babies pictured on this page are the cheaper copies that came out after 1912. Look at No. 883 which is a rare signed card by Bertha L. Corbett dating 1907. This card was made by the Sunbonnet Baby Company and has a value of $20.

SUNBONNET GIRLS

Value $5 to $7.50
Each

1. come in sets
2. all in color
3. some signed
4. more types available

869

The ups and downs of life

870

871

872

Nobody's lookin'.

873

A ROUND OF SIMPLE
COUNTRY PLEASURES
ROUND HERE BELIEVE ME

I AM ALWAYS READY FOR A
NICE YOUNG FELLOW

874

875

Im in the Country.
HURRAH!

876

T. ALENTINE
will mend
the break.

877

878

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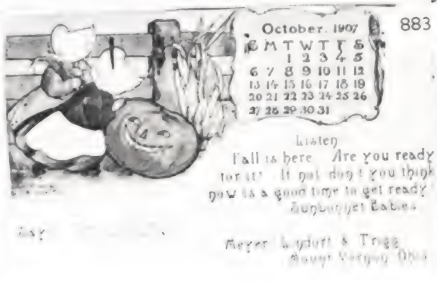
880

881

882



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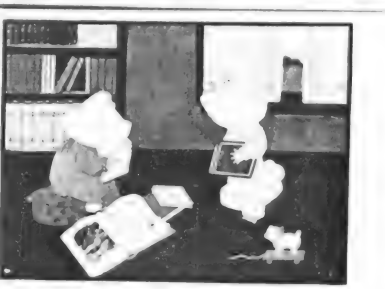
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"SUNBONNET BABIES"

The Sunbonnet Babies sets pictured here are what most collectors are seeking. Three major companies made the Sunbonnet.

1. 1904, Bertha L. Corbett designed Sunbonnets for J. I. Austen Co.
2. 1905, Dorothy Dixon came out with twelve designs for Ullman Co.
3. 1912, Bernhardt Wall tried to bring back interest in Sunbonnets for the Bergman Co. Wall also drew Sunbonnets for the Ullman Co.

There are over 75 Sunbonnet designs and at least twelve series or sets. This may explain why so many collectors desire to complete sets. There seems to be no let up in the rising prices.

	Value (Each)	Number in set	OTHER INFORMATION
885	$10.00	7	1907, H. I. Robbins Co., Days of the Week, EM
886	10.00	6	1908, Ullman, Hours of the Day, sign. Wall
887	7.50	3	1905, Ullman, Peek-A-Boo, sign. D. Dixon
888	10.00	4	1909, Ullman, Seasons, sign. B. Wall
889	12.00	7	1908, Ullman, Sunbonnet Twins
890	12.00	6	1904, J. I. Austen Co., The Study
891	12.00	7	1906, Ullman, Days of the Week, Wednesday
892	12.00	6	1906, Ullman, Mottoes series
893	9.00	3	1912, S. Bergman Co., signed Wall
894	12.00	12	1907, Ullman, Months of Year, January

TERRITORIAL CARDS—VALUE $20 to $? Each

Territorial and Indian territory post cards are very difficult to find. These cards were made before the area became a state. The only cards you will find will be from the Western part of our country. The cancellation sometimes determines if the card was made before the government issued statehood to the territory. Many cards, like those pictured, state that they are I.T. or Indian Territory. Not many people are aware of this collecting field. Usually cancellation and stamp collectors look for territorial post cards.

IDENTIFICATION

895.....Bartlesville, I.T.
896.....Bisbee, Ariz.
897.....Ardmore, I.T.
898.....Ardmore, I.T.
899.....Ardmore, I.T.
900.....Bartlesville, I.T.
901.....Okl. City, O.T.
902.....Phoenix, T.Capt.
903.....Tulsa, I.T.
904.....Hawaii, Terr.
905.....Indian Terr.
906.....Honolulu, T.H.
907.....Ardmore, I.T.

895

896

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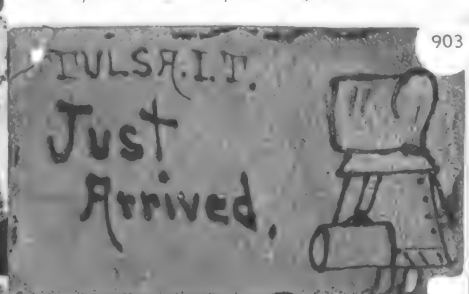
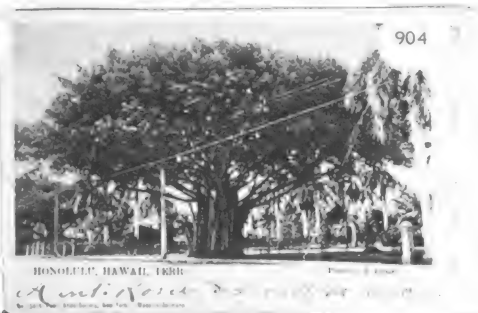


903



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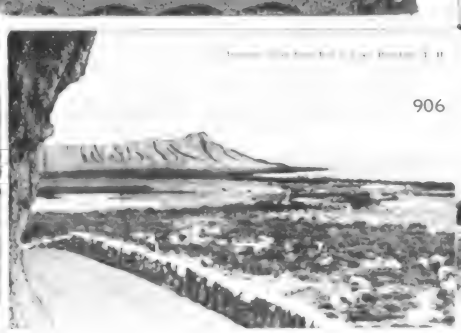
906

907

"UNUSUAL POST CARDS"

Many cards are difficult to put into categories. Some collectors like unusual, weird, grotesque, and strange cards. SOME EXAMPLES 910 (death chamber) 917 (killing of dogs) 918 & 923 (bone piles) and 925 (death of J. James).
No. 913 & 926 are Metamorphic Cards which are RARE.

908	$10.00
909	10.00
910	15.00
911	15.00
912	7.50
913	20.00
914	10.00
915	15.00
916	5.00
917	10.00
918	10.00
919	10.00
920	15.00
921	15.00
922	7.50
923	10.00
924	7.50
925	10.00
926	20.00

908

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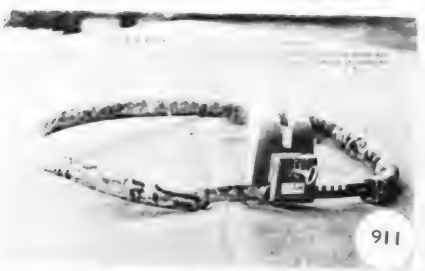
910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912

913

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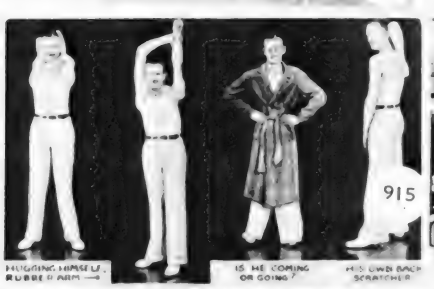

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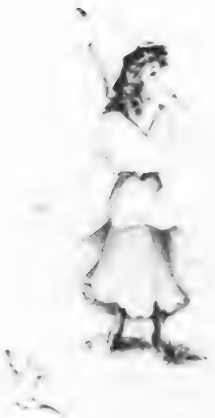
VEGETABLE and FLOWER CHILDREN

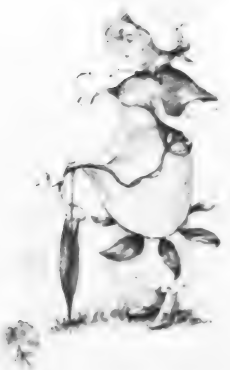
VALUE $5 to $7.50 Each

1. come in sets
2. signed
3. nice color
4. very popular

927



928



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941

WORLD BEAUTY (WOMEN)

these cards are in "Magnificent" color

947 & 954 are Tuck "Connoisseur" set, each signed by artists.

Most cards are B.B. London series, No. 2402.

942 & 951 are C. E. Wheelock & Co. Peoria, Ill.

949 signed by D. Enjolras, 1907, Suhling & Koehn Co.

VALUE $10 Each

DESCRIPTION OF CARDS ON PAGE 11

55	$100	Dec. 24, 1907	the value of this card is the cancellation. This is the first Christmas seal issued and the seal is "tied in" which means the postmark covers part of the seal.
56	$10	1906	a Magic Reproducing Card. place paper over this card and rub a crayon or pencil and a reproduced picture will appear showing how good these Bantykins can box.
57	$15	1901	a 1901 year date (HTL) hold to the light, numbers and windows lite up.
58	$75	1909	advertising Coca-Cola advertising card, signed by Hamilton King, a card valuable to a Coke collector.
59	$35	1910	special stamp card honoring Frans Joseph of Austria, fancy cancellation, Nov. 11, 1911, five stamps.
60	$75	1910	very colorful Cherry Smash advertising card.
61	$20	1910	Mechanical Doll Series by Tuck, an Oillette, signed by M. Banks, cut the doll apart and put it together.
62	$45	1908	beautiful color woven silk in great detail of The Princess of Wales from the W. H. Grant & Co.

MOST COLLECTED MANUFACTURERS OF POST CARDS *(Most Wanted)

Many collectors look for certain companies because of the variety and quality of their work. Some manuacturers put out hundreds of sets and there are check lists made up by collectors that have taken many years of patience and love of labor.

Albertypes (1898-1953)
American-Souvenir Card Co.
Bamforth Co.
Bien, Julius
Curt Teich (1898 to today)
*Detroits (1898 to 1933)
Dexter Press (1930's)
Hammon, V. O.
Illustrated Post Card Co.
*International Art. Co.
Kropp, E. C. (1898 to today)
Leighton, Hugh C.
Loundsbury
*Mitchell, Edward H. (1898-1917)
Nash, E.
Rotograph Co.
Salmon, J. (England) today
Sborgi, E. (Italy)
Sheahan, M. T.
Stengel & Co. (Germany)
Taggart, M. W.
*Tuck, Raphael (1881-today)
*Ullman Co.
Winsch, John

FOREIGN PHRASES on Address Side of Post Cards

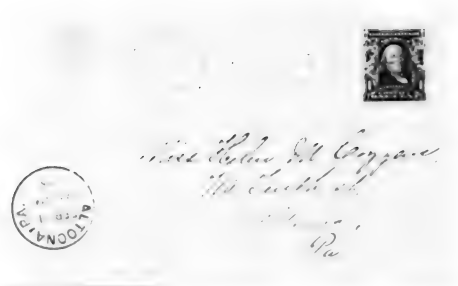
Often collectors will get foreign cards and wonder what country made them. Below is a guide to determine where they were made:

POST CARD	English
BILHERTE	Portuguese
BREFKORT	Swedish
BRIEFKAART	Dutch
CARTA POSTALA	Roumanian
CARTE POSTALE	French
CARTOLINA POSTALE	Italian
POST KARTE	German
POST KOORT	Dutch
TARJETA POSTAL	Spanish

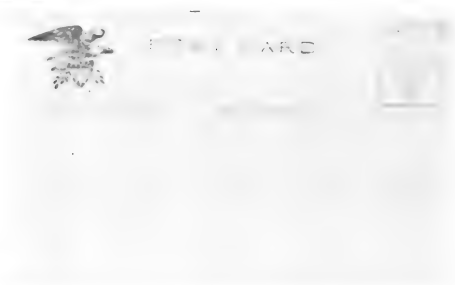
PICTORIAL HISTORY OF THE AMERICAN PICTURE POSTCARD

First Official Picture Postcard
(Set), May 1893—
Columbian Exposition in Chicago

Private Mailing Card
(1898-1901)



Undivided Back
(1901-1907)



Divided Back
(1907-1915)

White Border Era
(Not All Have It)
(1916-1930)

Linen Cards
(1930-1945)

Modern Crome
(1939 to Present)

BIOGRAPHY OF POST CARD ARTISTS

BRUNDAGE, FRANCES was born in 1854 in Newark, New Jersey and died in 1937 at the age of 83. Like other artists just starting,out she illustrated for childrens' books. Her first major drawings for post cards were for Raphael Tuck from the years 1908 to 1910. From there she worked for Samuel Gabriel from 1910 to 1913. Her last known series was in 1916. Her beautiful children makes her signed work very collectible. SEE page 60, card No. 742 for a SAMPLE OF HER WORK.

CHRISTY, HOWARD CHANDLER was born in Morgan County, Ohio on January 10, 1873. Howard died in 1952 at the age of 79 still working on his favorite past time, drawing. His most famous works were for magazines and he was most noted for his beautiful American girls, mainly the Gibson girl type. Most of his work in post cards was for the Moffat, Yard, & Company of New York. Mr. Christy, when young, had the opportunity to serve as a Rough Rider in the Santiago Campaign in the Spanish-American War in 1898. SEE page 62, card No. 760 and page 64, card No. 790.

CLAPPSADDLE, ELLEN H. was born in South Columbia, New York on January 8, 1865 and died January 7, 1934 at the age of 68. Ellen graduated from high school when she was 17 from Richfield Springs Seminary in 1882. There she showed her talent for designing, writing, and drawing. Her first work for pay was in the field of portraits and landscapes and her illustrations were used for booklets, wedding books, and calenders. Her big chance came when she went to work for International Art Publishing Co. in New York and then she worked for Wolf Brothers four years later. Mr. Wolf sent her to Germany to work on post cards. Mr. Wolf and Ellen invested all their money in Germany and both lost everything when World War I came along. They both returned to America to start over again. Ellen continued to draw in New York until ill health forced her to give up her much loved work. She is noted for her Children Post cards. SEE page 29 for many examples.

DWIGGINS CLARE VICTOR "DWIG" was born in Wilmington, Ohio in 1873 and was to become one of America's great comic artists. He quit school at 16 for a job in an Architect's office. When he was 24 in 1897 he went to work for the St. Louis Post Dispatch where he started his career as a cartoonist for $2 per week and a free lunch. He had many jobs and worked hard developing his insight for the comic and satire in his own style. In later years, he worked as a free-lancer, designing and cartooning for post cards and books. His post card work was published in 1903 by Raphael Tuck. His work went to Tuck's New York office drawn in pen & ink and by the time other artists touched up his work Dwiggins hardly recognized it. Dwiggins' most noted series are Don't If, Never, Smiles, Ophelia, Jollies, Follies, Toast, Moon, Oyster Girl, Mirror Girl, How Can You Do It On, and many, many more sets and series. See page 64 No. 791-92, Page 65 No. 793, Page 66 No. 809, 811, 817, 819.

FISHER, HARRISON was born in Brooklyn, New York and died in 1934 after a short illness. Many of his most noted works are very popular with collectors. Some of his famous series include "American Girls", "Bewitching Maiden", "Leisure Moments", and many others. Mr. Fisher also is noted for his works in the Saturday Evening Post and Puck magazines.

GASSAWAY, CATHERINE was very noted for her child illustrations on post cards. She worked for the Rotograph Company, Tuck, National Art, and the Ullman Company. Her cards date from 1906 to 1910. SEE page 52, card No. 757.

GREENWAY, KATE was born in London, England on March 17, 1846 and died on November 6, 1901 at the age of 55. When she was only 22 she had her first exhibition of her watercolors and drawings at the Dudley Gallery in London. Her early works were children, young girls, landscapes and flowers. Her most noted style was the clothing and styles of the early nineteenth century. Many experts give her credit for setting the style of childrens' dress from her drawings. It is unfortunate that her early death before the post card craze came limits the number of her signed cards in the collecting field. SEE page 13, No. 70.

KLEIN CATHERINE worked for many post card companies and was most noted for her beautiful flowers. Her work is still carried on with the Hallmark Company making reprints of her early work. SEE page 60, card No. 738.

LARSEN, L. H. "DUDE" was born in Grand County, Utah and was noted for being one of the cowboy artists. He was very active in the cattle business until the depression when his family went broke like many others in business. He had always liked to draw and paint his cowboy friend, but he never realized that he would someday fall upon his hobby for his livelyhood. In 1938 he was commissioned by the U. S. Government to paint murals in Washington. He met many influential men who recommended that his work should be published for the whole country to see. When he returned home to Utah in the early 1940's "Dude" started publishing reproductions of his work on post cards and sold over 10 million before the interest declined in his work. His wife Dot Larsen also did some drawings for post cards and her work, signed is rare. SEE page 61, card No. 752.

O'NEILL, ROSE was the creator of the Kewpie Doll in 1909. Her Kewpie post cards are one of the most collectables ranking along with the Sunbonnet Babies. There are over 200 known signed Rose O'Neill post cards. She is also noted for her rhymed stories and sketches. Her major employer was the Gibson Art Company. Rose died in Springfield, Missouri an April 6, 1944. SEE page 47.

OPPER, FREDERICK B. was born in Madison, Ohio. Fred drew for Puck, Leslie's Magazine, New York Journal, and many others. Mr. Opper was the originator of the "Happy Holligan" post card series, which was his favorite type of work, the comic. Later on in life he designed post cards for a Boston Company named the Mutual Book Company. The Happy Holligan reflected his life style. He never gave up his freedom for an 8 to 5 drawing job. SEE page 60, Card No. 735.

OUTCAULT, RICHARD FELTON was born in Lancaster, Ohio on January 14, 1863. His formal education was at McMicker College and later on in life he went to Paris for more training in art and drawing. Mr. Outcault got married in 1890 and then moved to New York City to find work. He worked for the Electrical Railway Journal as a draftsman. In his spare time he fooled around with drawing comic pictures. He worked part time sending comic drawings to "Truth", a weekly Journal with a poor reputation and submitted other drawings to "Life" and "Judge". His big break came on Sunday, November 18, 1894 when he inaugurated the "funny paper" for the New York Herald. His first drawing was entitled "The Origin of the Species". Later he produced "Hogan's Alley" and its hero the "Yellow Kid". His real big success came when "Buster Brown" and his dog Tige appeared in the Herald. Buster Brown brought Outcault a fortune and companies all over the world wanted his work. Outcault also published several books on Buster Brown as well as many post cards. Outcault retired from active work about 10 years before his death in 1928. SEE page 26 for many samples of his fine work.

PETLEY, BOB was born in Akron, Ohio. Because of poor health he moved to Arizona where he found his life calling in the beauty of the West. He started working for a Phoenix newspaper drawing ads for local merchants. In his leisure time he drew cartoons. He loved drawing tourists as they tried to play the "role" of cowboys. It was the satire of "role" playing that Bob enjoyed putting down on paper. Mr. Petley borrowed some money to put his ideas on post cards which really didn't work out. Petley then got into scenic viewcards and worked with color photographers and got their work on Kodachrome post cards. Petley was the first to have the idea of putting round corners on cards so they wouldn't get damaged.

RUSSELL, CHARLES M. was born on March 19, 1864 in Oak Hill, Missouri. Charles had two desires when he was young: 1. to go west and be a cowboy; 2. be an artist. He achieved both of his dreams. In 1880, at 16, he went West working on ranches and when he was a young man started on the road of becoming one of America's great Western artists. Russell's first published work appeared in Harper's in 1888 when one of his paintings was used. Two years later a New York firm published 14 of his early oils in a series, called A Study of Western Life. Russell's great change came in 1896 when he married an ambitious women who saw much talent in her husband's work. She was a great influence on his artistic life and encouraged him to go on to bigger and better art work. In 1903 they made the big step and went to New York where she and Charles sold some of his paintings and established contact with some publishers for his drawings. From that point on, Russell's reputation grew and he was on his way. At one time Russell had the distinction of having sold the highest priced oil painting for an American living artist. The prince of Wales (Edward Windsor) in 1919 saw one of Russell's oil paintings in Calgary, Canada and bought it for $10,000. It is still in England.

WALL, BERNHARDT DR. was born in Buffalo, New York on December 30, 1872. His interest in drawing began at an early age. At 17 he was working as a Litho artist. Wall tried to get professional help in art schools when he was 18, but the schools told him they couldn't help him, he already had the talent. Wall then opened his own studio and began to teach. His Army enlistment in the Spanish-American War cut short his career for a time. This experience was a benefit to him when World War I came along for it gave him the experience to put his knowledge of military life into illustrations on post cards. An interesting story of Wall and the Ullman company is that Mr. Ullman had Wall drawing pictures for their picture framing business. One day Wall learned that a post card company copied one of his pictures and put it on a post card. Wall went to Mr. Ullman with the idea he would be mad about it, but Mr. Ullman said if it is good enough for them to steal, then we will get into the post card business, and thus the start of the Ullman Company with Wall doing most of its early work. Wall's first important series was published in 1905 and was called the Sun-Bonnett Kids, which we are all familiar with. He also did the series; Days of the Week, Hours of the Day, Months of the Year, Seasons, and the Senses. Wall worked commercially from 1902 to 1913 working for Ullman, Gibson Post Card Co., and the Illustrated Post Card Company for a salary of $8,000 a year on a two year contract. Wall became unhappy with his post card illustrating and wanted a new challenge. He then worked in the etching field and gained much fame. His greatest undertaking was a large volume of 523 etchings on the subject, "Following Abraham Lincoln". Dr. Bernhardt Wall died in 1956 in Los Angeles at the age of 83 just before he was to complete one of his most important works which is still not known to the public. SEE page 62, No. 759—page 63, No. 773, page 71.

ZIMMERMAN, EUGENE (ZIM) is noted for his caricature of men and women. For many years he was the most popular cartoonist for Judge Magazine. His covers and illustrated jokes made him the talk of the magazine world. For over 40 years his work was laughed at in the New York World and Chicago newspapers. His original work started in 1885 and he was never known to draw the same type of material more than once. When one looks at a Zim illustration it is easy to recognize his work by the comic feet on his subjects. Many other artists tried to copy his style, but there was only one Zim. No one could ever take his place in the comic art world. SEE page 61, No. 753.

There are many hundreds of post card artists that I could have listed below or put into the Biography, but information on artists is very limited. Space was limited in picturing many signed cards. If I failed to list or photograph one of your favorities, please excuse me. If you have some information I could use in the future, please contact me and I'll use it. I want to be as accurate as possible. Below is listed the most familiar and famous to collectors. It is not complete, but should give you an over-all picture on collecting signed artists.

MOST WANTED AND ASKED FOR POST CARD ARTISTS PLUS ARTISTS ILLUSTRATED IN THIS BOOK. *Most Wanted Artists.

	Card No.
Asti, A.	947
Alberts	754
Banks, E. C.	749
Banks, M.	61
Browne, Tom	733
*Brundage, Frances	254, 259, 260
Bishop	768
*Carmichael	p. 66
Carr, Gene	744, 765
*Christy, Earl F.	790, p. 30
Christy, Howard Chandler	760
*Clappsaddle, Ellen G.	P. 29, others
*Curtis, E.	935, 938
*Chapman	770
Corbett, Bertha L.	883
DeLongpre, Paul	761
Dixon, Dorothy	887
*Dwig (Dwiggins)	p. 66-64, others
DeWeed, Ethel	737
Donadini Jr.	748
Ellam	758
Elliott, Kathryn	751
Enjolras, D.	949
Fisher, Harrison	
Flagg, James Montogomery	
Feiertag	778
*Gassaway, Katherin	257, 648, 757
*Goldberg, Rube	740
*Greenaway, Kate	70
*Griggs H. B. (H.B.G.)	750
Gunn, Archie	777
Gesner	764
Harmony, H.	804
Haffner, F. J.	769
*Humphrey, Maud	

	Card No.
King, Hamilton	58, 763
*Klein, Catherine	569-574-738
Kaber, G. F.	794
Larson, Dude & Dot	752
Long, F. G.	741
*Loundsbury, E. C.	756, 766
Mdilick	739
Miller, Marion	755
Martin, Abe	762
Nystrom, Jenny	779
*Opper, F.	735
*Outcault, R. F.	p. 26, p. 55, others
*O'Neill, Rose	p. 47
Osthaus, Edm. H.	p. 36
Payne, Harry	
Petley, Bob	
Pyle, H.	736
*Remington, Frederick	
*Russell, Charles M.	
Reynolds	747
Sager, Xavier	774
Shearey	210
*Shinn, Cobb X.	734
St. John	202
Thackeray, Lance	746
*Twelvetrees, Charles	772
Veenfliet, R.	767
Von Hartmann, Evelyn	775
*Wain, Louis	
*Wall, Bernhardt	759, 773, others
Wealthy, R. J.	
*Winsch, John	743
Wiedesheim	771
Woolworth, Julia	776
*Zimmerman, H. G. (Zim)	753

*TYPE LISTING

Air Mail
Airbrush
Allentown Adv.
Aluminium
Appliques Silk & Satin
Art Needlework
Autograph Re-mailing
Balloon (Blow Up)
Bas Relief
Beaded
Blueprint
Birch Bark
Book Markers
Booklet
Braille
Bromides
Button Face
Calendar-ad-on
Cardboard
Cedar
Celluloid
Charcoal Sketch
Cigarette-Match
Coin-Emblems
Condolence
Copper
Decal
Disappearing Color
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Gelatin
Govt. Postal Card
Hand Made
Hand Painted
Hidden Transparencies
Hold To The Light
Horoscope
Hot Iron Magic
Installment
Insurance
Jap. Lacquer
Jap. Raw Silk
Jumbo
Kangaroo Hide
Kiss Lips-Transfer
Lace Edge
Leather
Lift Flap
Luminous Windows
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Map Cards
Maximum
Mechanicals
Metal
Metal Encased
Metallic Finish
Metamorphic
Miniature
Mirror
Money Pulp
Mother of Pearl
Moving Eyes
Mule Barometer
Multiple Views
Narrow Cards
Odd Shape
Orange
Peat Moss
Pencil Sketches
Phonograph
Pin Cushion
Pivot Action
Plush-Gold Dust
Pouch
Puzzle
R.P.O.
Real Hair & Hats
Red Cross
Revolving Discs
Safety Pins
Sepia
Shelter
Signed Artist
Silk Screen
Squeeze (Squeakers)
Stacked Ink
Stamp Pull Off
Stereoptican
Tartans
Telescoping
Territorial
Thumbprint
Tinsel
True Photographs
U.S.S. Ships
Varnish
Vignettes
Wheel Action
Wire Tails
Wood
Woven Silk
Yucka (wood)

*Above is a list of the different type of "NOVELTY CARDS" that can be collected. Many are illustrated in this book.

MOST WANTED POST CARDS BY COLLECTORS—Values Are Very General in Dollars

ADVANCED COLLECTORS LOOK FOR:

	VALUE
mechanical	$ 5.00 to $20.00
Silk clothing	5.00 to 10.00
territorial	5.00 to ?
hold to the light	5.00 to 20.00
pioneer	5.00 to 15.00
gruss aus	5.00 to 15.00
art nouveau	20.00 to 35.00
installments	5.00 Each
U. S. Postals	5.00 to 20.00
woven silk	10.00 to 45.00
real hair & hats	5.00 to 15.00
novelty	3.00 to 20.00
signed artists	2.00 to 10.00

MOST POPULAR ADVERTISING:

Hershey	$ 5.00 to $15.00
Coca-Cola	75.00
S & H Green stamps	10.00 to 35.00
Bell telephone	5.00 to 15.00
Zeno chewing gum	5.00 to 20.00
Heinz foods	3.00 to 10.00
Campbell Kids	5.00 to 20.00
Hires Root Beer	10.00 to 30.00
Planters Peanuts	5.00 to 25.00
Internat. Harvester	10.00 to 20.00
tobacco, beer, whiskey	3.00 to 25.00
Cherry Smash	75.00
watches	5.00 to 20.00
shotguns	10.00 to 50.00
farm equipment	3.00 to 15.00

COMICS MOST ASKED FOR:

Squall room boys	$ 2.00 to $ 5.00
Lovely Lilly	2.00 to 5.00
Why?	1.00 to 4.00
Jungle Lovers	2.00 to 6.00
There are Others	2.00 to 5.00
There is a Reason	2.00 to 5.00
If? Sunday comics	1.00 to 7.00
Help Wanted	2.00 to 5.00
They never come back	2.00 to 5.00

MOST POPULAR SETS:

Sunbonnets	$ 3.00 to $20.00
Kewpies	5.00 to 15.00
Buster Brown & His Bubble	10.00 Each
Cracker Jack Bears	10.00 Each
Roosevelt Bears	10.00 Each
Suffragettes	4.00 to 8.00
Ten Commendments	5.00 to 10.00
Lords Prayer	2.00 to 5.00
Colonial Heroes	5.00 to 10.00
Little Bears	4.00 to 8.00
State Girls (silk)	5.00 to 10.00
State Girls	2.00 to 8.00

MOST ASKED FOR SUBJECT AT SHOWS

	VALUE
alphabet	$ 2.00 to $ 8.00
animals	1.00 to 5.00
American heroes	2.00 to 7.00
April Fool	3.00 to 8.00
arms & crests (Heraldic)	5.00 to 10.00
art (world beauty)	2.00 to 10.00
auto	3.00 to 6.00
aviation (ballons & Zepps)	5.00 to 7.50
battleships	1.00 to 5.00
bears	3.00 to 15.00
birthday (birth stones)	2.00 to 5.00
boy scout	2.00 to 6.00
calendars (Zodiac)	2.50 to 5.00
children	50¢ to 7.50
coins	5.00 to 25.00
college girls	5.00 to 12.50
cowboy & Indians	2.00 to 7.50
cupids	2.00 to 8.00
curious people	3.00 to 15.00
day cards	8.00 to 20.00
disasters	1.00 to 5.00
expo's and Fairs	1.00 to 35.00
faith, hope, & charity	2.00 to 5.00
fire engines	3.00 to 10.00
games	2.00 to 5.00
garden patch	2.00 to 6.00
guardian angels	2.00 to 8.00
halloween	1.00 to 5.00
Hawaii	2.00 to 10.00
Hitler & WWII	1.00 to 15.00
homemade	5.00 to 15.00
Jewish	5.00 to 20.00
Lincoln	4.00 to 10.00
lovers	1.00 to 5.00
Masonic	3.00 to 10.00
military	1.00 to 5.00
movie stars	4.00 to 7.50
music (notes & words)	2.00 to 10.00
Negroes	1.00 to 12.50
nudes	5.00 to 7.50
nursey rhymes	2.00 to 6.00
obsolete (vocations & customs)	2.00 to 5.00
patriotic	1.00 to 10.00
playing cards	2.00 to 5.00
poets (authors, artists)	1.00 to 10.00
political (Presidents)	2.00 to 25.00
prohibition	4.00 to 10.00
religion	3.00 to 10.00
royalty	2.00 to 25.00
Santa Claus	1.00 to 10.00
sports	2.00 to 35.00
statute of Liberty	1.00 to 4.00
stamps	5.00 to 25.00
trains	1.00 to 8.00
Uncle Sam	2.00 to 10.00
Washington, G.	1.00 to 5.00

POST CARD CLUBS AND CORRESPONDING SECRETARIES

WESTERN RESERVE POST CARD CLUB
(CLEVELAND, OHIO)
Dee Dee Parker
1526 Marview Drive
Westlake, Ohio 44145

AMERICAN VIEW CARD CLUB
yearly roster—monthly bulletin
Buddy Childers
P.O. Box 6212
Greenville, S. C. 29606

SOUTH JERSEY POST CARD CLUB
newsletter—bulletin
Miss Joan M. Buchler
P.O. Box 2452
Wilmington, Del. 19899

WINDY CITY POST CARD CLUB
(CHICAGO) bulletin
Helen Leja
Box 187
Minooka, Ill. 60447

RHODE ISLAND POST CARD CLUB
bulletin—roster
Mrs. Arthur L. Elvin
65 Brook Ave.
Riverside, R. I. 02915

LONE STAR POST CARD COLLECTORS CLUB
(TEXAS) bulletin
Mrs. Mildred Hopson
440-65 Moffett Blvd.
Mountain View, Calif. 94046

Bay State Post Card Collectors Club
(BOSTON, MASS.)
yearly roster—monthly bulletin
Miss Eleanor F. Bell
9A Richardson Ave.
Wakefield, Mass. 01880

I.P.C.A.
INTERNATIONAL POST CARD COLLECTORS ASSN.
6380 Wilshire Blvd., suite 907
Los Angeles, Calif. 90048

METROPOLITAN POST CARD COLLECTORS CLUB
(NEW YORK)
bulletin—roster
Mrs. Rose Shiffrin
16-08 212th Street
Bayside, New York 11361

GARDEN STATE POST CARD COLLECTORS CLUB
bulletin—roster
Mrs. Gladys Walters
35 Cottage Street
South Orange, N. J. 07079

DELTIOLOGISTS OF AMERICA
bulletin—roster—AUCTION
James L. Lowe
318 Roosevelt
Folsom, Pa. 19033

DUNELAND POST CARD CLUB
bulletin—AUCTION
Mrs. Charolette North
P.O. Box 6057
Gary, Ind. 46406

POST CARDS AUCTIONS—WHERE TO OBTAIN CARDS

Mary L. Martin
P.O. Box 11026
Loudonville, N. Y. 12211

Charles R. Bray
East Bangor, Pa. 18013

Chet Barr
Lansing, Iowa 52151

CORAL-LEE
P.O. Box 314
Rancho Cordova, Cal. 95670

MASHBURN IMPORTICO
P.O. Box 118
Enka, North Carolina 28728

Sally S. Carver
179 South Street
Brookline, Mass. 02167

Barbara Carll
R.R. No. 2
Peterborough, N. H. 03458

BARBARA KNOWLSON
Box 135
Cropseyville, N. Y. 12052

LITTLE RED CABOOSE
P.O. Box 1085
Irving, Texas 75060

A BRIEF HISTORY OF RAPHAEL TUCK AND SONS

Tuck cards can be found in most collections. The inexperienced collector may think all Tuck's are quality and collectable because of the name Tuck, but that's not the case. Sometimes you will find a poor quality Tuck compared to some of the very best quality.

According to European customs of Royalty the right to grant patents to tradesmen was bestowed to Mr. Tuck by Queen Alexandra of Saxony (Germany). The patent of Art Publishers to the Queen Alexandra to Tuck was later changed to Art Publishers to Their Majesties the King and Queen. Early Tuck work in Germany was in the art field using lithography. Greeting cards were the next step and when the post card craze came, Tuck's company went into full production making cards by the millions.

Early Tuck's can be identified only by seeing a tiny easel in the corner on the picture side. Later cards are easy to identify. Brand names used by Tuck include the common "Oilette" and rarer "Charmette", "Raphotype", "Rapholette", and "Aquarette".

Mr. Tuck started in 1866 with his company making almost every type of card known. His move from Germany to London with his skilled lithography improved the quality of cards and brought culture in the form of paper to the entire world. In 1871 the first massed produced Christmas Cards were made and sold by Tuck. In 1910 Tuck had over 5,000 different Christmas Card designs.

In the peak of the post card craze, over 15,000 different types of post cards were available to the buyer. There was even a post card club set up for Tuck collectors. On most Tuck brown envelopes it states, "write for Post Card list including the annual issue of Tuck's Post Card Exchange Register, containing the names and addresses of over 1,000 Ladies and Gentlemen, in all parts of the world, who will exchange Tuck's Post Cards with you." This dates 1908.

In 1914 just before the post card started to dwindle in interest and use, Tuck came out with the Oilette series while setting up the New York office. Lot's of luck if your trying to complete all the Oilette sets and series. It is believed that there are between 12,000 to 15,000 different "Oilette" subjects.

It has been well said that A "TUCK" POST CARD IS A PRESENT TO THE CHILD; A HANDCLASP TO THE MAN; A KISS TO THE MAIDEN; A MEMORY TO THE OLD.

THE STORY OF THE MACERATED MONEY POST CARD (SEE CARD No. 76 on Page 13)

On the back cover of this book is a picture of a Macerated Money Post Card. This card was made out of old paper money that was ground up and made into paper stock. From this gray-green stock post cards were printed and sold by the U. S. Government to raise revenue just like the postage stamp business today. Strickly a gimmick. Also, on the back cover, on the top left, is a picture showing the "Macerator" the machine that actually ground up the old money before it was made into paper stock. This card has a value of $10. The right top card shows a woman working on a machine numbering currency. On the safe is the actual card made from $1, $5, and $10 bills. If you look real close with a magnifying glass you can see parts of the bills in the grain of the paper. This card has a value of $100 because of the cancellation in 1905 from Washington, D. C. If the card was mint, and unused, then the value would be $35. This card is very rare because today's old money is not Macerated, but burned up in large supervised furnaces. They don't make paper stock out of money today. It just goes up in smoke.

"MAIL MEMORIES"

A BOOK ON POST CARDS
WITH OVER 1,500 PICTURES
WITH A PRICE GUIDE

BOOK FEATURES

1. 8½ by 11—glossy paper
2. over 1,500 pictures
3. price guide
4. 42 top categories
5. 13 pages of miscellaneous
6. TRANSPORTATION section
7. Future Growth Chart (1971 to 1991 prices)
8. hard or soft bound copies

BOOK CATEGORIES

advertising
art
children
Christmas
comic
disasters
dogs
drinking
Easter
Expo's & Fairs
girls
greetings
Halloween
Indians
letters (large)
Lincoln
military
Negroes
novelty
Patriotic
people (famous men)
Political
Royalty
Santa Claus
sports
St. Patrick's Day
Thanksgiving
Valentine
Washington
Western Style

air ships
auto
buses & trucks
farm machinery
fire engines
horse drawn vehicles
main streets
ships
street cars
trains
odd methods of travel

"COLLECTING WATCH FOBS"

A COMPREHENSIVE BOOK FOR THE NOVICE AND EXPERIENCED
COLLECTORS, DEALER AND INVESTOR

BOOK CATEGORIES

Advertising
Clubs and organizations
Fire and police
Historical
Initials and seals
Machinery (modern and old)
Miscellaneous
Patriotic
People
Political
Sports
Special (shows)
Transportation
fancy dress
Pocket Watches
Old Time memories
Reverse side information

BOOK FEATURES

1. 8½ by 11—quality paper
2. over 570 pictures on 100 pages
3. PRICE GUIDE (prices next to fob)
4. fobs pictured in actual size
5. fobs consecutively numbered for easy identification for trading
6. description and history
7. tips on buying, selling and reproductions
8. future growth chart (1973 to 1990 prices)
9. 3 pages of watches (27 total)
10. 8 pages of old time equipment

"COLLECTING ADVERTISING MIRRORS"

BOOK FEATURES

PRICE GUIDE
(prices next to mirror)

over 200 mirrors pictured
in FULL ACTUAL SIZE

DESCRIPTION & HISTORY

color cover & back
BOOK SIZE - 5½ x 8½

mirrors are consecutively
numbered for identification

FUTURE GROWTH CHART
(1972 to 1982 prices)

56 pages on quality paper

3 pages of Advertising Pins

2 pages of Change Trays

BOOK CATEGORIES

Political
Drinking
Tobacco
Nudes
Clothing
Children
Food Products
Erotic
Stoves
Music
Shoes
Farm Equipment
Pretty Girls
Coffee
Tailoring
Underwear
Pool Halls
Transportation
Advertising
plus many
Miscellaneous

PATRIOTIC POSTCARDS

BOOK FEATURES

1. 8½ by 11 on quality paper
2. almost 1,000 pictures
3. price guide
4. all the patriotic categories
5. soft bound—staple pages
6. future growth chart
7. many complete sets pictured
8. lists of clubs and card auctions
9. pictorial guide to American viewcards
10. Patriotic Posters (WWI)
11. Each Card Numbered
12. information on signed artists

BOOK CATEGORIES

Washington
Lincoln
Fourth of July
Flags
Memorial Day
G.A.R.
World War I
World War II
Political
Uniforms
Uncle Sam
Patriotic Children
Girls and Our Flag
plus many others

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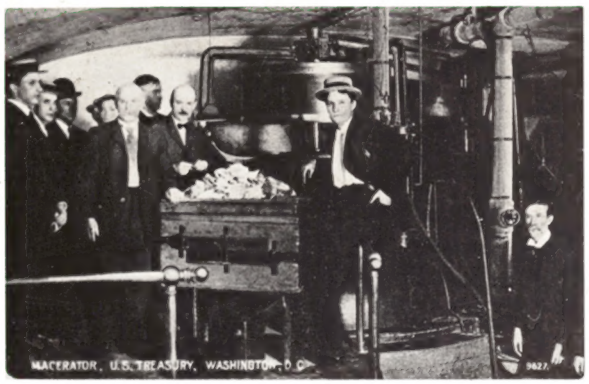

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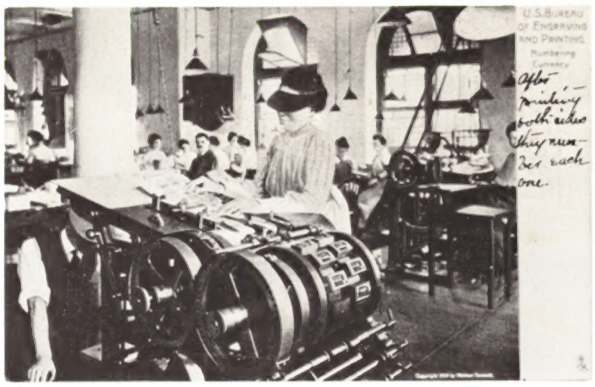

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